

## **Looky Here! 1.0 released for iPhone 4 – Get the Green Out!**

Portland, Oregon – Motivated Apps, LLC, the developers of Looky Here! today announce the version 1.0 release of their digital mirror application for iPhone 4 users in concert with their "Get the Green Out!" campaign. Looky Here! is a "Digital Mirror" for the iPhone 4. It uses the built-in front facing camera and the iPhone interface bringing the mirror to life. Users can zoom, rotate and hold their live image for a closer look.

"We're hoping to reduce the amount of lettuce in people's teeth. We don't like seeing it and we think there are others that feel the same." said Richard Clem, Motivated Apps founder and president. "We call it our 'Get the Green Out!' campaign, and we hope people who can't get to a real mirror after eating, will choose Looky Here! to help them remove any leftovers."

A digital mirror is different from a regular mirror. With a regular mirror, if you want to look at something closer in the mirror, normally one would move closer to the mirror. With Looky Here! you can simply magnify the image using the same pinch gestures you use on the iPhone. To return the mirror to normal, you shake the phone.

Looky Here! Offers:

- \* Use of the Front Facing camera on iPhone 4 to create a digital mirror
- \* Multi-touch controls for easy zoom, rotate and hold to control the mirror image
- \* Tap anywhere to hold the mirror's current image for closer inspection
- \* Shake to return the mirror to normal operation
- \* Built-in user guide
- \* Supports iOS4 Fast Task Switching functionality so app can be switched to quickly

Device Requirements:

- \* Compatible with iPhone 4
- \* Requires iOS 4.0 or later
- \* 0.1 MB

Pricing and Availability:

Looky Here! 1.0 is available for \$0.99 (USD) on the iPhone App Store in the Utilities category. Promo codes are available for qualified reviewers. Please specify the website or blog you represent when making your request. For additional information about Looky Here!, including screenshots and more, please visit Motivated Apps online.

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