

ITGO for Apple i's Counters Chocolate Bunny Fat Gain with Easter Sale

London, UK April 3rd 2010 - Appnoose Ltd has announced a one week sale on its Apple staff favorite and Financial Times featured ITGO Interval Trainer GO App for the iPhone, iPod and iPad. Starting Saturday 3rd April, ITGO will be on sale with 80% off at \$1.99 from the App Store.

“
*Fortunately safe
and permanent fatloss
is achievable with a
healthy, balanced diet
and a good exercise
regime to help induce
a calorie deficit*
”

ITGO is a dedicated interval trainer for Apple's portable 'i' devices featuring audio, visual and vibrational alerts (vibration only available on the iPhone) and uniquely features separate programmable fast and slow interval music playlists based on your onboard iPod music, to signify interval changes.



ITGO Screen shots



66.7 % of US adults are either obese or overweight.

“According to the US National Center for Health Statistics, 66.7 percent of Americans are either overweight or obese and the UK isn't far behind with 61 percent of adults also being classed as overweight or obese by the UK's NHS (National Health Service)”, observes Appnoose owner Owen Hunte.

“With a typical 'conservative' Easter egg containing 508 calories or 25% of the daily guideline for calorie intake (based on 2000 calories), it's easy to see how a few Easter eggs could worsen or contribute to the



Chocolate Easter egg

problem” Owen continues.

“Fortunately safe and permanent fatloss is achievable with a healthy, balanced diet and a good exercise regime to help induce a calorie deficit,” concludes Owen.

Interval training has been proven to be one of the most effective techniques of cardiovascular exercise and according to the American College of Sports Medicine, more calories are burned in short, high intensity exercise and furthermore interval training may be 'particularly critical for improving cardiac function.'

ITGO'S operation is based around three main screens; the Timer, Settings and Audio screens. Users start by selecting their session workout time, the fast interval duration and the slow/fast interval ratio.



Users can also choose to switch the vibration alerts on or off on this page. Next, users can switch to the Audio page to select music from their onboard iPod library for the separate slow and fast playlists. The Audio page also includes options to choose audio prompts, select the playlist play mode and volume settings for the prompts and music. Finally users switch to the Timer screen and after selecting a warm up and cool down length from zero to 3 minutes, start their workout. ITGO's timers then count down the intervals in circular segments and displays individual numerical timers for the fast and slow intervals and total session duration as well as the currently playing song and provides double vibration alerts at each interval change. The music playlists can be set to shuffle, repeat or just play in order.

ITGO - Interval Trainer GO Version 1.3 will be on sale for a week at \$1.99 from Saturday 3rd April 2010 only on the Apple App Store <http://idek.net/1G9I>

About Appnoose

APPNOOSE LTD is a London based iPhone and iPod Touch software development company started by OD Hunte in 2009. ITGO - Interval Trainer GO has been featured as an Apple Staff Favorite, in the Financial Times (FT.com) and in a Australian Broadcast Corporation special report. OD Hunte is an Urban Producer/Writer/Remixer with many film TV and game

placements. He has also written for Extreme Music/Sony ATV, Megatrax LA, PigFactory LA and KPMH Music House/ EMI in London. www.odhunte.com

Owen Hunte

Founder

Appnoose

+44 (0)7774 265 211

United Kingdom

www.appnoose.com