



## reQall Launches the iPhone's First Memory Aid

Shake your iPhone to jog your memory reQall on the iPhone organizes your to-do list, appointments, shopping list and even visual reminders without typing

MOFFETT FIELD, Calif., July 10, 2008 /PRNewswire via COMTEX/ -- Today reQall (<http://www.reQall.com>) released the first-ever memory aid specifically created for the iPhone and iPod Touch. reQall for the iPhone is available for free beginning Friday July 11th, exclusively from Apple's App Store ( <http://www.apple.com/iphone/appstore>). Based on pioneering research into memory prostheses from MIT's Media Lab, reQall enables you to simply say what you want to remember straight to your iPhone. Your voice reminders are immediately converted into text and delivered back to you at the right moment. reQall can remind you via text message, instant message, email, or as a calendar alert about what you need to do and when. And if you shake your iPhone, the patent-pending reQall Memory Jogger(TM) springs to action and identifies information designed to maximize memory reinforcement, helping you remember better.

reQall is also smart enough to recognize certain keywords. Say "buy" and reQall automatically adds that item to your shopping list. Say dates and times -- things like "remind me to use the travel certificates before May 18" -- and a reminder is scheduled in your calendar; use a word like "meet" to automatically schedule a meeting. With reQall, you can even use your iPhone to remind your friends or family members by saying things like "ask Jenny to get the car washed." Jenny will immediately receive a reminder from you by text, email or instant message. You can also take pictures using your iPhone and store these within reQall, so you can remember things that you can't easily describe.

reQall's founders and advisors are Apple alumni. "As one of the first native applications for the iPhone, we wanted to create something that was relevant to every iPhone user. And in today's busy digital society, who doesn't need help remembering everything?" says Rao

Machiraju, CEO of reQall. "reQall is simple but powerful and has been specifically designed for today's hectic lifestyles."

"reQall has long been essential to my life, allowing me to remember without effort. But on the iPhone it has taken a whole new meaning. Combine the iPhone's elegance and large touch screen with reQall and the result is pure pleasure," added Don Norman, former VP of Advanced Technology at Apple and advisor to reQall.

About reQall

reQall is a venture-funded technology company with operations in the US and India. Behind reQall are some of the most respected individuals from the worlds of science, technology, and business. These include:

- Gordon Bell: Microsoft's principal researcher in Silicon Valley and former VP of R&D at Digital;
- Peter Cochrane: Former CTO and head of research at British Telecom;
- Edward de Bono: the creative thinker who introduced the phrase 'lateral thinking' into our vocabulary;
- Rao Machiraju: CEO and co-founder of reQall with over 20 years of experience including ten years at Apple as a Senior and Principal Scientist;
- Don Norman: Former VP of Advanced Technology at Apple and well-known expert on design and usability;
- Sunil Vemuri: co-founder of reQall whose research at MIT's Media Lab into memory prostheses gained him recognition by CNN as an "Explorer." He has also been featured in the New York Times, Fox News, Boston Globe, Newsweek, and MIT Technology Review.

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