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FOR IMMEDIATE RELEASE

TAP INTO THE iPhone'S POTENTIAL, DADDY-O Get Hip to Indy's iPhone-Only Software Shop

April 1, 2009 (INDIANAPOLIS, IN)—Cool cats need to go on notice: it's time to sell those old maracas and djembe drums. Why? Indianapolis-based [Believe in Science Software \(BiSS\)](#) has just released Beatsnikk, its newest iPhone application, to the App Store this week. For mere pocket change (\$.99), iPhone and iPod Touch owners now have access to a pocket-sized rhythm section that's every bit as robust as the real thing. Beatsnikk's innovative split screen design allows users to choose from 210 combinations of 21 instruments, including vibraslap, snare drum, castanets, and gong, that can be played by simply shaking the device or tapping the screen. It can be played solo, over music, even amplified for use during live performances.

Beatsnikk is its newest release, but **Believe in Science Software** has more in its arsenal than entertainment applications. Founded by President/Technical Director Sam Bloomquist and CFO Jeff DeBolt, CPA, it's the only software shop in Indianapolis whose focus is solely on custom iPhone development. This decision to specialize makes economic sense thanks to the iPhone's growing popularity for business and personal use. Apple is steadily cutting into the smartphone market, taking over [12.5% of Nokia's market share](#) in the fourth quarter of 2008. On March 17, 2009, Apple [announced](#) that 30 million iPhones and iPod Touches are now spread over 80 countries, resulting in over 800 million downloads from the App Store to date. Bloomquist and DeBolt feel that the iPhone's rise to prominence combined with its versatility help businesses realize that custom iPhone software pays for itself. "The reasonable cost of living in Indianapolis means that businesses who choose us for their software needs can avoid paying New York or California prices for a world-class mobile application that streamlines business processes and increases the bottom line," DeBolt explains.

Software development firms as well clients such as BidPal Network, a premier wireless auction automation solution, rely on **BiSS** for custom applications. "Our development process is iterative," Bloomquist says. "Unlike some software shops, we dialogue with our clients through every phase of development. By gathering feedback from clients at each crucial stage, we are able to tweak our custom-made applications along the way to ensure a client is happy with the finished product."

Indianapolis-based **Believe in Science Software**, founded in 2008, creates and implements custom iPhone software designs—both Web-based and standalone—to businesses of all sizes, industries, and locations. They love making iPhone applications so much that they also build their own apps in-house, just for fun. Visit www.believeinsciencesoftware.com for more company information.

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