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Earthcomber Brings “Personal Radar™” to the iPhone

Application automatically searches the area for your interests

CHICAGO, Dec 16 – An iPhone download that promises to revolutionize the way people interact with the world around them was officially released today on Apple’s iTunes Store.

Earthcomber’s patented system automatically scans any user’s surroundings for people, places or things that match his or her unique tastes and interests.

“It’s astounding to see so many opportunities around you at any time,” said Earthcomber inventor and president, Jim Brady. “It’s almost supernatural. You can now set your phone on ‘surprise me.’”

Users tag interests from Earthcomber’s lists – for example, Greek cuisine, historic structures, hot chai tea, or free WiFi access. They can also add their own items, and invite friends so they can spot them, too.

As the users moves – driving, walking, riding a bike – Earthcomber “looks” around them for any matches, filtering out non-relevant ads and information. Earthcomber uses GPS to position the user, and searches databases and live networks behind the scenes. Earthcomber may be used without GPS, so an iPhone user can set their location according to city, exact address, or just a ZIP code.

Results appear on-screen, ordered by what is closest. One tap displays in-depth information about each location. Maps and directions are integrated. Earthcomber boasts the most extensive collection of US content available in mobile. Restaurants, nightlife, movies, concert, historic sites, business essentials and more is blended from content publishers, private data collections, non-profits, government agencies, local merchants, and users themselves. The people-networking is controlled by individuals, and offers numerous privacy and security features.

Earthcomber, a free download, is one of many applications Apple offers to showcase the iPhone’s advanced features, such as GPS – global positioning – data networking, multimedia or mapping.

Earthcomber is different, according to Brady, because it orchestrates multiple technologies so that the iPhone user doesn’t have to jump from one application to the next to accomplish related tasks. In the bigger picture, he said, Earthcomber connects artificial awareness and artificial intelligence on the device.

“That’s the whole point,” Brady said. “We don’t have to turn off our eyes to start up our ears, and we sure don’t have to fill out a search box for our brains to work. Earthcomber uses mobile technology as a powerful extension of our natural abilities, so that we can be constantly aware of what’s right around us that we want to know about.”

Earthcomber won Nokia’s 2008 Mobile Rules! competition for “Best Infotainment” application. The company provides service to the United States, but plans international coverage in the near future.

About Earthcomber LLC

Headquartered in River Forest, Illinois, Earthcomber LLC is dedicated to helping people use mobile technology to better interact with the world around them. Earthcomber applications use patented interest-to-opportunity matching technology to promote more meaningful human experiences, quality

commerce, and robust communities of interest.