



FOR IMMEDIATE RELEASE

STANFORD, CA – January 18, 2009 – Inedible Software, LLC announced today the launch of their first iPhone application, Air Guitar. Air Guitar is the only application to use the iPhone’s built-in accelerometer to allow users to play guitar by physically strumming the device up and down in a natural air guitar motion. Unlike other applications that try to replicate the complexity of a real guitar, Air Guitar focuses on making playing music fun and easy. The user holds a virtual fret to select a chord, strums harder or softer to control the volume, and can even whammy (pitch-bend) by tilting the device. Users can choose between guitar and bass sounds and set the chord progression. Air Guitar costs \$1.99 on the iTunes App Store and is available for all iPhone and iPod touch models.

FEATURES:

- Physically strum device to play
- Strum harder to play louder
- Tilt to whammy
- Choose between guitar and bass
- Pick from preset progressions, or customize your own
- Play along with your music collection

ABOUT INEDIBLE SOFTWARE, LLC – Inedible Software is a brand new company founded by Stanford University seniors James Anthony and Edward Marks. James is a Physics major from New York, NY, and Eddie is an Economics and Mathematics double major from St. Louis, MO. Air Guitar began as a final project for Stanford CS193P: iPhone Development, the first ever university iPhone class, offered last fall and taught by two Apple employees. James and Eddie completely designed and implemented Air Guitar, including concept, artwork, sound, interface, and functionality.

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