



2011 Geo Walk Media Kit I Contents

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Geo Walk



About

Geo Walk is a globe-based illustrative 3D World Fact Book for iOS. This educational app holds items about the most amazing animals and creatures, worth visiting places, and well known people. With no internet connection required users can read facts about wonders of the world and memorize the info with the help of multiple choice quizzes.

The app has an In-App purchase with high quality content from the famous illustrated reference books publisher Dorling Kindersley.

Highlights

Smooth and stylish interface

Intuitive, snazzy interface makes you feel as you are sitting at your desk.

Category filter

With a filter you can choose the category you are curious about, just tap the icon of unwanted category to dismiss it.

Two viewing modes

Globe view or card stream mode, so you always have an option.

Quiz Mode

Multiple choice quiz will let you check and memorize the facts in a playful manner.

No Internet connection required

You can use Geo Walk without Internet connection.



Often missed

1) News feature

Tune in with what happens on Earth. Several times a week the app brings to light new most valuable events about the Earth and its environment.

2) Sharing opportunities

One can share an interesting fact with readers on Facebook, Twitter or e-mail.

Plans for Future Updates

- 1) Political map of the world
- 2) Text-to-voice button
- 3) Game Center
- 4) Video materials
- 5) HDTV
- 6) Time machine showing current continent position formation



Company Profile

Our Mission

Firm believers in education and the potential of combining education and technology, Vito Technology wants to create a new way of learning with iPhone apps that unifies beauty, fun and interest.

Our Story

Experts in PDA programming, navigation systems, and wireless communication

VITO Technology Inc. is a company that produces software for iPhone, Windows Mobile Pocket PC, Smartphone, Symbian phones. During 9 years there have been released over 40 own programs and 20 outsourcing projects. The range of programs stretches from GPS navigation to multimedia, including communication and utilities. The latest VITO Technology's endeavour includes Apple iPhone and Web 2.0 software development. The company consists of two departments: Research & Development Department and Marketing Department with 30 employees in total.

Practically all VITO software titles - VITO AudioNotes, VITO SoundExplorer, VITO Voice2Go to name just a few - have become winners of the annual Best Software Awards held by Smartphone & Pocket PC Magazine. You can use VITO Technology software for GPS navigation, for voice dialing, for controlling your device with voice, for audio playback and recording, for remote controlling, for creating ring-tones, for various sports activities, for star gazing.

The developing libraries being accumulated by VITO Technology are really extensive with numerous capabilities in the field of programming for Windows Mobile, Symbian and iPhone. There were developed the solutions for voice recording, the engine for recognition voice commands, the library for developing applications for managing your device with finger (touch-oriented interface), and others.

At the moment VITO Technology develops and sells apps for iPhone. Among them are **Star Walk**, **HolyWars** and **Task2Gather**.

Star Walk is a realistic guide for stargazing, featuring annotated star map. It works smoothly and has great UI that is easy to use.

HolyWars and Task2Gather apps work online using server for storing and managing the data.

Task2Gather keeps all your personal, family, and business tasks in the web cloud, always accessible for you from iPhone, Mac, or PC. Tasks you create in Task2Gather can be shared with your family members, friends or colleagues. You can use Task2Gather as a to-do or shopping list or as a collaborative tool for task management at work.

HolyWars is an app for asking and answering polls online. The results of the polls are shown in charts. Besides you can have a look on the rotating Earth and examine how people from different countries answer your polls.

All currently supported products and information about VITO Technology are available at: Vitotechnology.com, Task2Gather.com



Vito Technology Inc. CEO Interview

1) What did you most want to communicate with the design of the app?

Speaking about interface we should bare in mind not only User Interface but also usability. When we started developing and designing Star Walk (first for iPhone and then for iPad) one of the main goals was to create an interface that would be as comprehensible as possible, so that it would be clear without manuals and help sections. Visually we wanted to reproduce the imitation of the Sci-Fi spaceship computer screen. Since our competitors started to copy the interface we designed, we feel it is safe to say that our interface is a success.

2) Because this is such a new medium to design for, were there any problems or difficult decisions when designing the user interfaces?

To make a better interface for iPad was a very simple task as we already had the iPhone version. And a bigger screen of iPad together with tooltips gave us more freedom in making the interface even better.

3) What design feature of your app are you most pleased with?

One of the features that was successfully implemented in Star Walk for iPad is the Star Spotter (the function that uses iPad Digital Compass for identifying stars that are above you in the sky). We were trying to avoid adding a special button to switch on this mode. As a result of heated discussions we had a very simple idea: if someone wants to watch the night sky with the help of iPad, they should simply tilt the iPad upwards. This solution was so successful that all our competitors started to use this. Another successful feature realization is "time machine".

4) If you had to change anything what would it be?

We'd like to create a more vivid representation of planets. In the nearest future we're planning to make all pictures of planets in 3D as we did in Solar Walk. Besides we'd like to redraw the pictures of the constellations.

5) What advice would you give people on UI design for the iPad? (I'm looking for a nice "designer's tip" nugget of advice distilled down into 35-ish words)

First of all, the interface should be so simple and understandable that one could start using it from the very start of the program. Secondly, the interface shouldn't overlap with the main view of the app. And the last but not least, the user evaluates the way the app looks like and only after that - its functionality.



Geo Walk | Reviews > Customers

awesome! *by Fatman the fattest - Version 2.3 - Sep 18, 2011*

This app is pretty awesome. It's educational and easy to use. I love how you don't need an internet connection too. Definitely give it a shot!

Walk The Earth *by AirGear+ - Version 2.3 - Sep 18, 2011*

Geo Walk is like a modern encyclopedia app, not a full one but with at least 500 interesting and up-to-date photos plus information on various subjects, including historical people and places, and unusual animals and plants.

Like other apps (Star Walk and Solar Walk) from Vito Technology, Geo Walk has a nicely designed interface and an intuitive way to select the subjects you want to view. Anyone, including kids, will know how to navigate this app and start to immerse in it immediately with all the easy-to-read information, not to mention the high resolution photos, which is the really attractive part. It provides facts that even adults will find amazing.

Other than good design, the menu interface let you sort your view by people, places, animals or plants, or view any 2 or 3 or all of the categories at the same time. You can either see your choices on a 3D globe, which will clearly indicate the country related to the photos you are viewing, or just a simpler card-streaming view.

In short, Geo Walk is simply a wonderful learning app for both kids and adults, especially when using the app together, because both will definitely learn something new.

Great App! *by Mvkwong - Version 2.3 - Nov 12, 2011*

Wow! I must say this is amazing. It's really informative and even if you're not a student that's looking for some facts, there's some really cool miscellaneous stuff that you can find out. It's pretty easy to figure out how to use and there's plenty of things to learn.

Beautiful presentation *by Cloudcastles - Version 2.1 - Mar 31, 2009*

I like how everything is presented on the globe, and how the pictures magnify as you turn the globe. Geo Walk is not just attractive but also very easy to navigate. It makes it fun to explore the world of places, people, and nature. The quiz is educational for kids too. On the iPad the photos could use a higher resolution, but beyond this the main area this app could be improved is to add more objects and content.



Geo Walk | Reviews > Press

Macworld - *by Joel Mathis on 26 March, 2012*

Back in the pre-internet days, kids who loved to learn found particular joy in the World Book Encyclopedia – a blue-spined collection of volumes, filled with information about just about everything, that could be found in most school libraries across the land. Geo Walk-3D HD World Fact Book should hold similar appeal to the newest generation of precocious, iPhone-savvy students.

The most appealing part of the \$3 app from Vito Technology – and its iPad counterpart is the user interface. (Though “3D” is a bit of a misnomer; the apps feature well-rendered interactive images, but no glasses are required.) A globe fills the screen, which you can spin back-and-forth or up-and-down, revealing a series of location-based flash cards. Tap a card and you’re given a picture of a person, a plant, an animal or a landmark associated with continent or country you were viewing. Tap the picture and it flips over to reveal a few sentences describing the person or object.

Common Sense Media - *by Chris Morris*

Parents need to know that Geo Walk HD - 3D World Fact Book is an educational app loaded with useful information about 500 people, places, plants, and animals. The information is presented in two stylish interfaces in easily digestible but fact-loaded bites. (No description is more than a paragraph long, so kids will be less likely to find it too daunting and skip past it.) Every data point has a vivid picture to help bring it to life. A separate but identical version of the app called Geo Walk - 3D World Fact Book is also available for the iPhone and iPod touch.

TechnologyTell - *by Aaron Kraus on February 26, 2012*

Coming from the same developers who brought us the (pun intended) stellar Star Walk app, it is not surprising Geo Walk is also a sure choice for dedicated knowledge and trivia junkies. Not a comprehensive source of information, Geo Walk is instead a fun and engaging fact book, complete with a surprisingly addictive quiz mode.



Media Materials

Links and Screenshots

[Geo Walk Web Site](#)

[iTunes App Preview](#)

[Screenshots \(Web resolution\)](#)

[Video Demo](#)

[Support & FAQ](#)

Geo Walk in Social Media

[Twitter](#)

[Facebook Fan Page](#)

[YouTube](#)

Contact Us

[Marketing](#)

[Support](#)

See also

Solar Walk

3D Solar system for iPhone and iPad

Solar Walk is designed to help you learn the structure and laws of the Solar System. It is a virtual model of the Solar system with options to "jump to another planet", and watch the planetary movements from any desired angle.



Star Walk

5 Stars Astronomy Guide

Star Walk was initially developed as a useful educational tool geared towards astronomy amateurs, students, and professionals. However, it became much more than that. Star Walk is your own planetarium, complex yet simple as space itself.

