



2011 Star Walk Media Kit I Contents

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info@vitotechnology.com

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Star Walk

About

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. It is a fun app for everyone whether they are trying to impress their date with heavenly knowledge, exploring space to satisfy their curiosity, or showing their kids what the Universe is all about - Star Walk is the one app that will help and guide everyone, whose thoughts and dreams are elevated.

Highlights

Star Walk is...

Spectacular

Cutting-edge graphics – smooth and eye candy colors, icons, pictures that make the use of Star Walk a real pleasure.

Spectrum Bar - allows users to see the sky in different wavelengths or regions of the electromagnetic spectrum, including: Gamma Ray, X-Ray, Visible light, H-alpha, Infrared, Microwave, and Radio.

Picture of the Day – a list of beautiful celestial pictures pleasant to the eye and raising mood.

Fun

Augmented Reality - allows you to use your iOS device camera. The image from your camera will be overlaid with the app-generated sky, allowing you to literally know what is right above you.

Twitter – allows you to send and read Tweets from other Star Walk users on the globe, reply to them and communicate with each other.

Star Spotter – digital compass is showing the sky as seen in reality and following your movements.

Time Machine – extends control of star viewing into the past and future. Once activated, a panel drops down and you can rapidly flip through time.

Educative

Detailed info for more than 20,000 objects in the night sky.

Wikipedia links – give access to the informative Wikipedia pages about celestial corps.

Calendar – helps to stay tuned in with celestial events coming up in the nearest future .

User Friendly

Night mode – nighttime setting shifts the graphics to red tones for comfortable viewing in the dark.

Intuitive interface – intuitive icons and easy navigation that do not require any special knowledge. For any questions on how to use the application you can consult the **Help**.



Achievements

- Apple Design Awards Winner 2010.
- Publishing Innovation Awards 2011.
- #1 in Education for iPhone and iPad on AppStore.
- iTunes Rewind - Best apps of 2009, 2010.
- Best App Ever Awards Runner-up 2009.



‘Choose a clear night and hold your phone skyward, and the heavens suddenly make sense — that is, with the help of a stargazing application. If ever there were a type of mobile software guaranteed to elicit a grin, this is it’.

- **Bob Tedeschi, The New York Times**

‘I recommend this app for anyone interested in learning more about objects in space and Earth’s relation to them. For \$3, you get the universe in your pocket. So get outside and see what you’ve been missing’.

- **Sue Voelkel, Macworld**

‘Star Walk is probably the prettiest of the astronomy guides available for the iPhone and iPod touch’.

- **TUAW**

‘I’ve been playing with Star Walk for a couple weeks now and it’s definitely become a favorite app to use for stargazing as well as to show off some of my iPhone’s capabilities to friends and curious strangers’.

- **CultofMac**

‘Blame our science geek roots, but Star Walk is one of the most awesome uses of the iPad’s hardware we’ve seen yet’.

- **GIZMODO**



Often missed

1) Star Spotter

The main fascination of Star Walk is that you can tilt your device upwards and it will show you the sky.

2) Share it

The latest addition is an option to share your most amazing Star Walk experiences on Facebook and Twitter. Let your friends know about things that Wow'ed you!

3) Bookmarks

Bookmarks allow you to create a selection of your favorite views - if you want to remember a specific astronomical event or just a romantic night - save it, add a note to it, and share it!

4) Rises and sets of all planets

Ever wanted to rise together with the Sun? How about Venus? Star Walk Sky Live screen provides info about main planets of the Solar System.

5) Night Mode

It doesn't seem like much in a description. However, if you actually try looking at a bright screen on a dark stargazing night, your eyes will hurt! That is why we added a night mode, with dim red colors that take care of your eyes. Even the keyboard for star search is eye-gentle.

Plans for Future Updates

3D images of the planets and Sun

Option to play our own music

Alarm to wake up on rise of the planets



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 10 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 endeavor 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 products - Vito AudioNotes, Vito SoundExplorer, Vito Voice2Go to name just a few - have become winners of the annual Vito Software Awards held by Smartphone & Pocket PC Magazine.

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, iPad and Mac OS. Among them are **Star Walk**, **Solar Walk**, and **Geo Walk**.

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

All currently supported products and information about Vito Technology are available at Vitotechnology.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.



In Media Press Release

FOR IMMEDIATE RELEASE!

For more information contact:

Olga Shtaub

Vito Technology

olya@vitotechnology.com

Star Walk 5.5 for iOS-Top Astronomy Guide Celebrates with Thanksgiving Sale

Alexandria, Virginia - November, 23d, 2011 - Vito Technology today is pleased to announce Star Walk - 5 Stars Astronomy Guide 5.5 for iOS, an update to their award-winning Education app that allows users to easily locate and identify 20,000+ objects in the night sky. The 360-degree, touch control star map displays constellations, stars, planets, satellites, and galaxies currently overhead from anywhere on Earth. The app's database is self-contained and no Internet connection is required. Star Walk 5.5 is being released in conjunction with Thanksgiving celebrations, and Vito Technology has scheduled giveaways, contests, and special sale pricing for all their products on Nov. 25 - 29.

The update, employing new technology introduced in iOS 5, consists of a new interface for communication between Star Walk users and stargazers all over the world. When a Star Walk user agrees to share their approximate location with other Star Walk users and logs in to their Twitter account, they can post a message that will appear on a spinnable globe model along with hundreds of other tweets, thus creating a new stargazing community. This feature is integrated with native iOS 5 Twitter support and is only available to iOS 5 users.

Highly praised and the winner of a 2010 Apple Design Award, Star Walk's previous update added a Spectrum Bar that allows users to see the sky in different wavelengths or regions of the electromagnetic spectrum, including: Gamma Ray, X-Ray, Visible light, H-alpha, Infrared, Microwave, and Radio.

Vito Technology and European Space Agency have signed a partnership agreement for mutual cooperation that will bring quality content to astronomy apps developed by Vito Technology. The first result of this partnership was the Spectrum Bar feature introduced in Star Walk 5.4. Stargazers can now slide their finger up or down the Spectrum Bar to change the wavelength and move along the spectrum. Each wavelength is represented by a different color on the star map. Currently, Star Walk 5.5 is the only stargazing guide that shows the sky in this way.

Once the current location has been entered manually or automatically via GPS, the app computes a planetarium dome view of the night sky above. Users can easily drag the display as they turn, viewing the entire sky. Tapping once on any point of light selects that object, and double tapping zooms in. A convenient info button brings up complete information regarding the selected object. Star Walk has 110 Messier objects, 88 Constellations, 9110 Stars, 32 Meteor Showers, more than 8,000 Artificial Satellites, and all the Planets of the Solar System in its database.

Feature Highlights:

- * iOS 5 enabled, Twitter-based communication between Star Walk users
- * Augmented Reality for iPhone 4, iPad 2, and 4th generation iPod touch
- * Star Spotter - real time motion tracking tells the user what stars are above them in the sky
- * Satellites Tracking - never miss ISS flying overhead again (International Space Station)
- * Time Machine - see what the sky looks like at any moment in the past or future
- * Calendar of Celestial Events - plan stargazing without leaving the app that is running
- * Picture of the Day - stunning pictures from deep space
- * Night Mode - preserve dark vision to see more stars
- * Search - wondering where Jupiter is right now? Arrow points to it
- * Big Screen - connect a second display to view the sky on a big screen
- * AirPrint, Moon Phases, Info, View from any location, TelRad, Sharing, Bookmarks, and more
- * No Internet connection required

The Augmented Reality feature allows the backyard astronomer to point their camera-equipped iOS device at the sky and see what stars, constellations, and satellites they are looking at in real-time. The app performs all motion tracking automatically. The elegant execution and hi-tech GUI of this interactive star atlas have inspired Apple to feature Star Walk in their iPad television commercials (2010 Apple Design Award received for iPad version).

"Star Walk 5.5 is an update released as part of our celebration of Star Walk's third birthday," stated Marketing Manager Alena Kudasheva. "There will be contests and giveaways on Twitter and Facebook, and all our educational apps will be on sale from November 25th till November 29th at one dollar off the normal price".

Language Support:

- * U.S. English, Russian, Chinese Simple (HANS), German, Italian, Japanese, French, Spanish, Dutch, Korean, Chinese Traditional, and Arabic

Device Requirements:

- * iPhone, iPad, or iPod touch
- * Augmented Reality feature only for iPhone 4, iPad 2, and 4th generation iPod touch
- * iOS 3.0 or later (iOS 5.0 tested)
- * 86.2 MB

Pricing and Availability:

Star Walk - 5 Stars Astronomy Guide 5.5 is \$2.99 (USD) and available worldwide through the App Store in the Education category. Star Walk for iPad - Interactive Astronomy Guide 5.5 is \$4.99. Both versions of the app will be on sale from November 25th till November 29th for one dollar off the regular price. Review copies are available upon request.

Vito Technology web-site

<http://vitotechnology.com>

Star Walk product page

<http://vitotechnology.com/star-walk.html>

Download and purchase

<http://itunes.apple.com/us/app/star-walk-for-ipad-interactive/id363486802?mt=8>

YouTube Video

<http://youtu.be/fLqorTN0Gzs>

High resolution screenshots

<http://www.flickr.com/photos/starwalk/sets/72157626315659803/>

App Icon

http://farm5.static.flickr.com/4062/4719734089_17773b74b0_z.jpg

About company:

Based in Alexandria, Virginia, Vito Technology Inc. is headed by CEO Victor Toporkov and has developed an impressive portfolio of products for Windows Mobile since it entered the mobile software market in 2001. The company's latest endeavors include iOS and Web 2.0 software development. Vito Technology won an Apple Design Award in 2010 for its Star Walk for iPad app. The company consists of two departments: Research & Development Department and Marketing Department with 30 employees in total. Copyright (C) 2011 Vito Technology Inc. All Rights Reserved. Apple, the Apple logo, iPhone, iPod, and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.



Star Walk | Reviews > Press



Star Walk for iPad was mentioned by Steve Jobs in the podcast of "Apple iPhone OS 4 Event". He gives a sneak peek into the future of the iPhone OS. You can watch the full podcast [here](#).



I recommend this app for anyone interested in learning more about objects in space and Earth's relation to them. And the app is intuitive enough for kids to easily navigate. For \$3, you get the universe in your pocket. So get outside and see what you've been missing.



Star Walk was mentioned by Julius Genachowski, FCC Chairman, as his favorite iPhone app: "For the record, the chairman's favorite iPhone app is Vito Technology's Star Walk, a simple astronomy application that harnesses the iPhone's GPS capabilities to present an on-screen view of what stars and constellations should be visible on a clear night from your current location."



Cult of Mac

I've been playing with Star Walk for a couple weeks now and it's definitely become a favorite app to use for stargazing as well as to show off some of my iPhone's capabilities to friends and curious strangers.



An observatory in your pocket. This is a great tool for anyone who is interested in knowing more about the universe they live in. There's a moon phase calculator, a time machine function to show you what the skies were like or will look like on any day. If you have an iPhone 3G, Star Walk uses GPS to automatically determine where you are on Earth to adjust the view. First-generation iPhone and iPod touch users can select their city from a list.



Blame our science geek roots, but Star Walk is one of the most awesome uses of the iPad's hardware we've seen yet. Just hold the iPad to the sky or ground, and it will transport you to the inside of a star map that identifies the constellations around you in realtime. Your iPad becomes a window to information through an effect that's just so shamefully cool that you feel like you're 10 again as you learn about space with real wonder. Star Walk is the sort of app that's a neat tech demo on the iPhone 3GS but really shines on a larger screen.



An amazing feature called 'Star Spotter' delivers a live representation of what you're seeing in the night sky above. Very cool.



Star Walk is the best star-gazing application I have come across for the iPhone. Many of the features found within the application cannot be found in any others! This is one of the best developed and executed applications I have seen to hit the app store.



Star Walk I Reviews > Astronomers



After only a few minutes testing this app, I would say it is a must have for amateur astronomers. The interface is easy to use and useful. The inclusion of a night mode is a serious plus for this software. Overall, Star Walk reminds me of a mobile version of Stellarium, albeit with better graphics and user interface.



Star Walk is labeled as an Educational App in the App Store, and while that is true, I would extend that to say it is also 'Edutainment'. Typically that label is used for something that is simultaneously entertaining and educational. It seems fitting because while there is lots of straight factual information that will help you understand the stars in the sky, there is enough flexibility and fun built in to keep those interested in the stars but also curious about time and space and other parts of the world busy for hours!.



My personal experience is that the application provides the detail needed while enjoying an evening under the stars. ...With Star Walk, I find I am using it more and more often to give me deeper insights into the night sky.



Star Walk application is very well done and is great for the average astronomy buff who would like to know what constellations and stars they are looking at and who want to learn more about what's in the sky above them.



"Star Walk is the most game-like of the star charting apps, with spectacular graphics, animation, and even sound effects. If you want an astronomy app to just sit and play with, buy this one first. You won't be disappointed." Daniel V. Schroeder ([Department of Physics](#), [Weber State University](#))



Star Walk I Reviews > Customers

Most amazing tool ever in my hands

[Danielle Luhmann](#), [Version 5.7 - Apr 1, 2012](#)

This is the only review I have done but this app is so unbelievable that I had to write this. This is so unreal how this works that words fail my description.

Wow.

[fpfanforever](#), [Version 5.7 - Apr 1, 2012](#)

Pure awesome-ness.
Enough said. :)

Best astronomy app!

[Myoho1](#), [Version 5.7 - Mar 29, 2012](#)

Don't have thousands of \$\$ to spend on a telescope? GET THIS APP! An amazing tour through the Universe. I find myself using the app daily.

Worth every penny!

[Michael Kubiak](#), [Version 5.7 - Mar 27, 2012](#)

A year later this is still the best purchase I have made. It looks fantastic on the new iPad and works just as great as ever.

The best

[Montecat5](#), [Version 5.7 - Mar 23, 2012](#)

I've just gotten my first iPad and thank goodness a friend told us to download Star Walk for iPad. My husband and I have been glued to it nearly all day...we really can't believe what a terrific app it is. If you love astronomy, or want to learn more about constellations, planets, phases of the moon, satellites, etc., treat yourself to this app. It's the best money I've ever spent, seriously.

Awesome Application - Simply the Best

[rauke57](#), [Version 5.7 - Mar 21, 2012](#)

This application is clearly the best planned and solidly developed application I have on my iPad. We use it all the time, sometimes even just from the living room to look around and learn what's out there. Our best usage comes when outside in a lounge chair, laying back and looking about. Awesome product - not one complaint.

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.



[Geo Walk](#)

3D World Fact Book
for iPhone and iPad

Geo Walk is an easy-to-use and information packed encyclopedia that contains only the most interesting and valuable information about our multifaceted world. It suits both adults and children curious about far away places, great people, and the most amazing living creatures. Geo Walk can become a convenient companion for inveterate travelers who are always on the go.



Media Materials

Links and Screenshots

[Star Walk Web Site](#)

[iTunes App Preview](#)

[Video Tutorial](#)

[Slide-share Presentation](#)

[Icon](#)

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

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

[Manual](#)

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