

# Rulla 1.1 Available Today for iPhone and iPod touch on the iTunes App Store

GOTHENBURG--September 24, 2008--Lingon i Korg Software Creations today announced that the company's second application for the iPhone and iPod touch mobile platforms has been updated to version 1.1 on Apple's iTunes App Store.

Rulla is a large scrolling banner, great for displaying messages over a long distance. Kids and parents love it. Businesses people too. Try beaming the message of love across the dance floor; totally beats SMS.

The new additions to version 1.1 include most notably "Reverse scrolling":

"We got a lot of requests from customers with 'right-to-left' languages (e.g. Arabic) to add reverse scrolling, so we decided to add that to version 1.1," said Oskar Lissheim-Boethius, Lingon i Korg's Founder and CEO. "It enables a new group of customers to really utilize Rulla to the fullest extent in their native language."

Additional features include the ability roll the banner text at three different speeds; show the text in different sizes; as well as display the text with a plethora of contrasting color schemes, including Red on black and Black on red for light-sensitive environments (e.g. astronomy or photography darkrooms). Users can also access and edit a list of their 20 most recent banner text's, avoiding the tedious retyping of often used messages.

**Pricing & Availability:** Rulla 1.1 is available worldwide as of today in the iTunes App Store, for the price of \$0.99 USD. (Local currencies vary.)

**Product URL:** <http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=288720707&mt=8>

**Demonstration video:** <http://blip.tv/file/1185536>

**Website:** <http://lingonikorg.com>

Additional applications available on the App Store and in cue for release are: DownTime, "Pretty huge timer"; Meditation Timer, "Time your tranquility"; and Clockulous, "Watch your time".

Lingon i Korg Software Creations was founded in Sweden in 2008, with the mission of designing and producing handy software applications for Apple's mobile platforms, including iPhone and iPod touch, as well as provide Cocoa and Cocoa Touch consulting services. *Trivia: Rulla is Swedish for "to roll," and "Lingon i Korg" means "lingon in a basket."*

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Keywords: Apple, iPhone, iPod touch, Lingon i Korg Software Creations,

scrolling banner, text display, Sweden, App Store, iTunes, mobile platforms,  
mobile applications, mobile phone, cell phone.