



Controversial iPhone Boob Wobble Software Breaking Sales Records, Reports Glentwood's Jon Atherton

For Immediate Release

GOLD COAST, Queensland, Australia/EWORLDWIRE/Jan. 27, 2009 --- The Apple-approved Boob Wobble application for the iPhone and iPod touch has sold a staggering 20,000 copies in little over its first week online, reports Glentwood's Jon Atherton.

He also points out the ire of prominent feminist bloggers in the U.S. has been drawn because, while any given part of a photo can be animated, the primary focus of the software seems to be on the female anatomy.

Wobble software on the iPhone or iPod touch is driven by the actual movement of the device, revealing true 3-D animation. After opening the Wobble application, users can select a photo to animate, either one they've taken or saved from the Internet, or received via e-mail. Positioning the round Wobble region overlays onto the photo selects the area for movement. Users apply "wobbles" to any part of any photo, and shaking the unit up-

and-down, side-to-side, or even in a circular path will cause anything in the selected region to move as if it was reacting to real-life movement.

"Apple recently declined similar software known as iBoob on the grounds that it was indecent, that the application only allowed the user to jiggle a specific part of a woman's anatomy - a seemingly limited scope," explains Atherton, but with over a million views of iBoob's YouTube demo video, there appeared to be a huge demand for wobbling intimate parts on the iPhone or iPod touch.

Across the world in Europe and Asia, Wobble is shaking up the AppStore charts, reaching number 2 in Japan and the Top 10 in France, Italy and Switzerland.

Atherton affirms, "Some adventurous iPhoners have even Wobbled beer bellies and created man-boobs. Users have the liberty to determine what they choose to animate; no images are included in the download."

A video demo is available at '<http://www.chillifresh.com/wobble>', and Wobble can be installed for USD \$0.99 from Apple's iTunes Appstore.

"We at Glentwood are pleased with the attention these sorts of hit applications are getting," adds Atherton. "With over 2,000 copies selling per day, Wobble is well on the way to being a huge hit. The recent number one hit at the Appstore - iFart - has just dropped out of the Top 10, so could it be that Wobble takes its place as the next whacky number one hit?"

Glentwood Pty Ltd is a small, private Australian company based in southeast Queensland. It was established in late 2008 to build iPhone and iPod touch applications. Glentwood has a small number of part-time staff and is looking out for its next hit idea.

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KEYWORDS: wobble, iphone, iphone application, software, boobs, iphone software, ifart, iBoob, technology, entertainment, handheld device, photo manipulation, multimedia, mobile software, mobile entertainment, Apple, women's rights activist, women's issues, blog, blogs, bloggers, entertainment blog, mobile technology

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