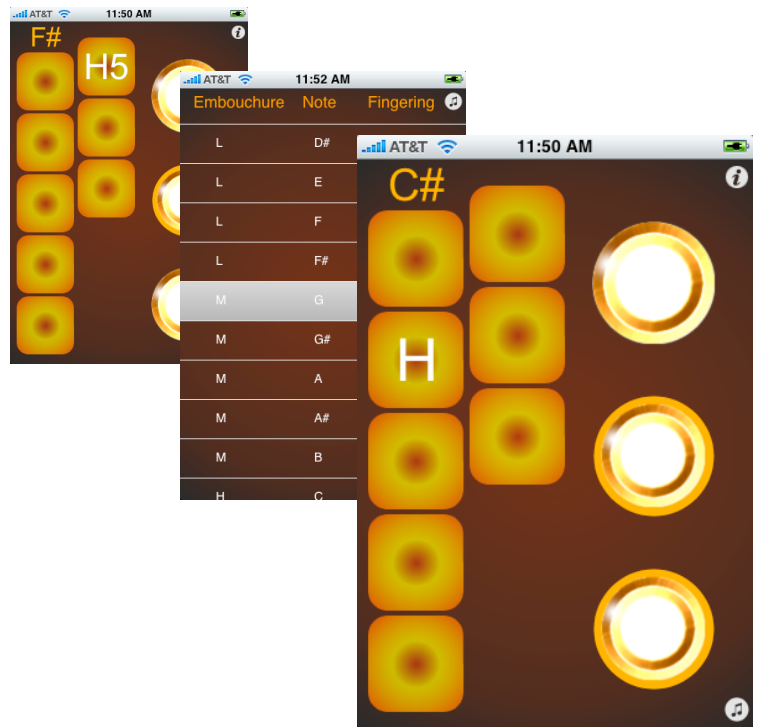


ITRUMPET V2 PRESS RELEASE

April 02 2009

Press Release: We at **idvance LLC®** are proud to introduce the second major version of **iTrumpet®** - our Trumpet simulator for Apple Computer's iPhone™ and iPod® Touch mobile computing platforms.



At **idvance LLC®**, our focus is developing iPhone applications that help our clients meet their sales and marketing goals. Corollary to this, we can't help but be tempted to offer iPhone applications under our own brand. **iTrumpet** was the first result of our desire to provide our own iPhone products; **iTrumpet Version 2** reflects our desire to be as responsive as we can to the many musicians who responded to **iTrumpet**. Through listening to the suggestions of many experienced trumpet players, and collaborating and testing with still others, we believe we now have a solution that is a strong fit for their needs.



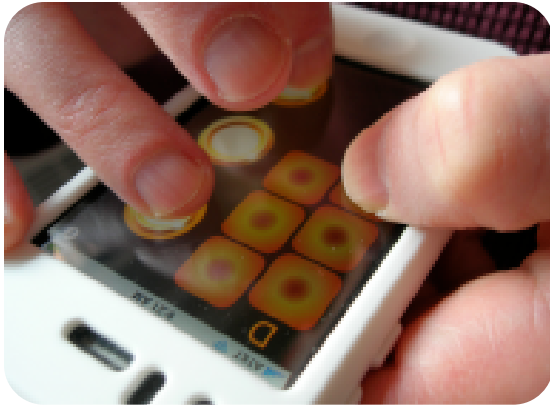
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The case for iTrumpet

for "real world" trumpet players



The tricky thing about simulating a trumpet is emulating "embouchure" or mouth position. You press different combinations of three keys on a trumpet, but you actually control pitch through mouth position. Our first version of **iTrumpet** allowed tilting an iPhone as a metaphor for embouchure - but this was only possible because it supported just one octave. **iTrumpet** version 2 supports a true B-flat transposing trumpet's three octave range, so eight embouchure positions were required. We introduced "cheat" keys for this, acknowledging that tilt (or the alternative of blowing into the iPhone microphone), simply wouldn't do.

We've designed **iTrumpet** Version 2 so that you use your left thumb to substitute for your mouth, because playing a real trumpet, your left thumb is idle. We see this as the best way to prevent **iTrumpet** from requiring habits alternative to those required for playing the real thing.

iTRUMPET VERSION 2 WAS DESIGNED FROM THE GROUND UP FOR PEOPLE WHO PLAY "REAL WORLD" TRUMPETS:

- **WE ARE COMMITTED TO SERVING STUDENTS AND PROFESSIONAL MUSICIANS**
- **AS MUCH AS IS POSSIBLE WITHIN THE ERGONOMIC LIMITS OF THE IPHONE DESIGN, WE WANT TO PROVIDE A TRUMPET SIMULATOR THAT IS COMPATIBLE WITH HABITS ASSOCIATED WITH PLAYING A REAL HORN**
- **IF YOU WANT TO HELP US MAKE FUTURE RELEASES OF iTRUMPET EVEN BETTER - PLEASE CONTACT US! WE WANT AS MUCH FEEDBACK FROM EXPERIENCED MUSICIANS AS WE CAN GET... PLEASE CONTACT US AT [INFO@IDVANCE.COM](mailto:info@idvance.com)**



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