

New "Period Tracker" iPhone App Tracks Menstruation

By Judy L. Hoffman

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Breakthrough iPhone application now tracks menstruation cycles on cell phone. Period Tracker counts down to the day and gently reminds of the user's start date.

Most people use the iPhone to send text messages and emails and browse the internet but women everywhere have been using their iPhones to do something else - track their menstrual periods.

Period Tracker, is a breakthrough app that has revolutionized the way women keep track of their bodies and use their mobile phones. It has a simple yet elegant layout with a one-touch button to log the start of the user's period and a countdown to the beginning of their next one. A cute flower appears in the middle of the homepage when the app predicts that the user is "fertile" and ovulating. And a month view calendar helps the user see their cycles at a glance, while a notes page allows the user to enter daily notes to indicate if they have a "headache" or have been "intimate."

"Period Tracker was the first app we ever came up with," says Susan Lee of GP Apps. "We had been married for several months when I got my first iPhone and my husband brought up the crazy suggestion of making an iPhone app. Having been married so recently, we were still struggling to find a better way to keep track my periods, so we decided to create Period Tracker."

Period Tracker has been noticed by critics and platforms everywhere. It has even recently won an award of a special grant by Adobe to bring Period Tracker over to the Nokia smartphone platform.

"We love this app," says David Lee. "We've spent so many months developing it and improving it and we're really proud of how it looks and functions. We actually designed the entire app from scratch, at times debating for days about how to make and keep the app the most user-friendly and user-intuitive possible. We think it's one of the best apps out there."

Period Tracker is currently available for the iPhone in the iTunes App Store for just \$1.99.

About GP Apps:

GP Apps is a mobile applications solutions company based in Southern California with apps such as Period Tracker, Kid Art, and superGPS. For more information about GP Apps, please visit www.GPApps.com.

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