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**FOR IMMEDIATE RELEASE**

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## Identifying birds just got easier...and a whole lot more fun!

### The BirdBeat™ App for iPhone, iPad and iPod Touch

takes everything birders previously needed to carry in the field for cataloging pattern markings & data and puts it all in the palm of your hand.

**BirdBeat™ Birder's iField Notebook™** ~ a revolutionary portable field observation & ID tool ~ lets you quickly & accurately capture key visual information and field data about a bird to make a positive species identification.

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*World-renowned birding experts agree ~  
the best way to learn about birds and become a better birder is by using your eyes,  
sketching what you see, and taking great field notes.*

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**BirdBeat™** helps you do that swiftly and with ease – whether or not you can draw. Just record and save color & pattern markings and other field data on a BirdBeat™ preformatted bird topography template – then go back to birding!

Later, match your iField Sketches to your digital or hard copy field guide of choice, and share them with friends to help you ID your sightings.

#### **APP FEATURES INCLUDE:**

- Preformatted bird templates to record color, pattern markings and field data about your sightings of 300+ North American Songbirds
- Use built-in GPS from your device to capture the location of your sightings
- Check box selections of Environmental and Behavioral information to capture critical field data FAST and a memo pad to jot your own notes for everything else
- Quick Check checklist of key pattern markings to trigger memory for updating or finishing iField Sketches later
- Share your iField Sketches by uploading to Facebook and emailing them to friends

**WHAT PEOPLE ARE SAYING:**

***“I was surprised by how easy it really was when I did my first bird. Very well done.”***  
~ Brian H. (Gainesville, VA)

***“This is the most unique app I’ve ever seen. It’s going to be huge!”***  
~ Jose B. (Vista, CA)

***“It’s fun! I got so caught up in the coloring of one of my life birds (Rock Wren).”***  
~ Maueve H. (Gainesville, VA)

***“I can totally see this being used in the schools as a fun way to teach kids about birds. The kids will be all over it.”***  
~ Luanne S. (Encinitas, CA)

***“I’m not even a birder but after using BirdBeat, I find myself paying more attention to the birds around my home and wanting to paint them with my app.”***  
~ Colleen K. (San Diego, CA)

***“This is soooooo cool!”***  
~ Markus W. (Alameda, CA)

BirdBeat™ is a field sketching/data collection application that allows anyone, artist or not, to capture critical bird color and patterning details using one of a series of preformatted templates. The user can auto fill template areas with color and/or add detail using three different, template-independent brushes. The user can also capture key behavioral and environmental information via slide menus and check boxes. The iField Sketch™ and all the checked data is collected and saved into an on-board iField Notebook™. Users can share their iField Sketches via email, send them to Facebook, and upload them to [BirdBeat’s Fan Page](#).

It’s fast. It’s easy. It’s fun. You can find [BirdBeat™ Birder’s iField Notebook™ - Songbird Edition](#) in the iTunes App Store now.

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**BirdBeat™ Birder’s iField Notebook™ - Songbird Edition** is the first in an upcoming series of apps that will allow you to create iField Sketches and record field data for all North American Birds. Future BirdBeat™ releases include *Backyard Birds*, *Waterfowl*, *Birds of Prey*, *Shorebirds/Marsh Birds*, *Wading Birds*, *Seabirds*, *Game Birds*, and a *Premium North American Birds Edition* that will include a predictive search database.

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More information about BirdBeat™ Birder’s iField Notebook™ can be found on [BirdBeat’s App Page in iTunes](#), at [BirdBeat.com](#), the [BirdBeat Fan Page](#), and [@BirdBeat](#). For all inquiries, please contact Celesd at 760.492.3377, or via email at [celesd@birdbeat.com](mailto:celesd@birdbeat.com).

**BirdBeat™ Birder’s iField Notebook™ · A Heather KiNCH Studio Brand · Patent Pending**