



Contact: Celesd F. Willoughby
Voice: 760.492.3377
Email: celesd@birdbeat.com
Site: www.birdbeat.com

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Learning About Birds Just Got Easier...and a Lot More Fun!

The BirdBeat™ app for iPhone, iPad and iPod Touch combines the best of old world birding techniques with the speed and convenience of today's mobile technology.

BirdBeat™ is an electronic field notebook/sketchbook that allows anyone - with or without artistic skills - to quickly and accurately capture key color and pattern information about 300 different songbirds. Using preformatted (topographic) templates, check boxes and slide menus, users can easily and swiftly record physical characteristics as well as environmental & behavioral data. And the devices' onboard GPS and timing functions can pinpoint locations, dates and times of users' bird sightings.

*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.'*

BirdBeat™ is designed to help people do exactly that.

Additional benefits/advantages include **strengthening users' observational skills**, since the templates themselves prompt the user to **notice less obvious but key features in the field and in the moment** - like whether or not there is an eyering, what color the iris is, and whether there is a mustache or lateral mustache stripe. The field data menus remind users to watch for environmental and behavioral cues that are often critical to confirming specific species.

*"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. (Teacher's Aide, Encinitas, CA)*

Educationally, this app can also be used as a study device. Users can sit down with a field guide and create their own field guide sketches, an exercise that helps commit to memory very specific details about each bird being colored - and eventually sighted. This provides empowering knowledge for birders of all skill levels.

BirdBeatTube, BirdBeat's YouTube Channel offers an overview and tutorials about the app, its functions & features, and how it can help users develop and improve their birding skills.

Finished sketches and field data are stored in the user's personal iField Notebook™ and can be compared with any digital or hardcopy field guide to assist with making an accurate bird ID. They can also be shared with others via email and [Facebook](#) to assist with identification, or just for fun.

“For a non professional (read sane) birder, this app seems like a thoroughly useable and user friendly tool to get that quick sketch which will improve my chances of identifying the little critters later. Great idea!” ~ Littlenairobi (iTunes Review)

APP FEATURES INCLUDE:

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

[BirdBeat™ Birder's iField Notebook™ - Songbird Edition](#) is available now in the iTunes App Store.

BirdBeat™ Birder's iField Notebook™ - Songbird Edition is the first in an upcoming series of apps that will allow users 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.

More information about BirdBeat™ Birder's iField Notebook™ can be found at [BirdBeat.com](#), on [BirdBeat's App Page in iTunes](#), [BirdBeat's YouTube Channel](#), the [BirdBeat Fan Page](#), and [@BirdBeat](#).

Please direct inquiries to Celesd at 760.492.3377, or via email at celesd@birdbeat.com.



It's a bright new day for birding!

BirdBeat™ Birder's iField Notebook™
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