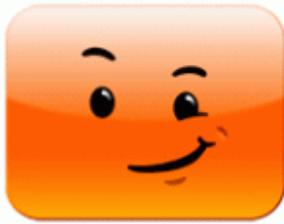


**SOURCE: Smurks**



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## **Smurks Launches New App for iPhone, iPad and iPod Touch**

### **App Offers Children With Autism and Others a New Way to Express Emotions**

CHICAGO, IL--(Marketwire - May 17, 2011) - iPhone, iPad and iPod touch users no longer have to wonder how to effectively communicate their feelings via digital communications. Today Iconicast has officially launched a new mobile app to empower people to emote across social media. Smurks is available for download at the App Store and enables people to morph a face into an exact expression of what they are feeling and share it via text, email, Facebook and Twitter adding a new emotional language to those channels.

Smurks can be downloaded by visiting:

<http://itunes.apple.com/us/app/smurks/id410530334?mt=8&ign-mpt=uo%3D4>.

"Smurks is timely in part because of the emotional disconnectedness many people feel as an ironic result of today's digital connectedness," said Smurks Founder, Pat Byrnes, a celebrated writer and a cartoonist at *The New Yorker*. "We started out with the idea to do something happy and fun with Smurks, put a little heart into the machine and Smurks is quickly gaining a following as people discover that it offers them a whole new way to communicate how they are feeling at any given moment in both their personal and professional lives."

The autism community is also embracing Smurks as an app that can help children on the autistic spectrum better recognize and communicate their emotions. Dr. Phillip Epstein is a Chicago neuroscientist who has begun using Smurks in his clinical practice. "Smurks gives children with autistic spectrum disorders (ASD) the opportunity to expand their repertoire of emotions and I think it has enormous potential and usefulness as a tool for clinical research, diagnostics and therapeutics in this area," he said.

Smurks Chief Propeller Head, Steve Landers said it's the iPhone itself that inspired the technology behind this innovative app. "The high-touch friendliness of the iPhone redefined how we interact physically with our machines. Its three-dimensional navigating capability is what makes it possible for Smurks to operate the way it does, as an integrated face rather than a stack of menus like an [emoticon](#) or [emoji](#). What we've been able to create with Smurks and its unique GUI is unlike anything else available today."

Smurks will also be available for Android users later this year. For an overview video of Smurks, visit: <http://www.youtube.com/watch?v=oUD5x9hhMAA>.

**SMURKS** | Smurks is a mobile app like no other. Officially launched in 2011, Smurks enables users to morph a face into the exact expression they are feeling and share it via text, email, Facebook and Twitter. Smurks is currently available for downloads on the App Store for use on iPhones, iPads and iPod touch devices. Smurks is created by Iconicast LLC, a company in the business of humanizing digital communications. For additional information about Smurks visit [Smurks.net](http://Smurks.net).

Smurks is a trademark of Iconicast, LLC.

iPhone, iPad and iPod touch and App Store are trademarks of Apple Computer.

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