

## **Briefcase 1.1 for iPhone Becomes Available -- Worldwide**

*High-quality image viewing, improved connection interface and new video demo deliver enhanced user experience with popular file transfer app*

**Ontario, Canada - November 13, 2008** - Hey Mac Software announced today that the first update to its popular Briefcase for iPhone software is now available at all iTunes app stores. Briefcase can now handle images of arbitrary size: using image tiling to increase the iPhone's one mega pixel display limit up to two mega pixels. Images larger than this are scaled down to two mega pixels automatically in order to maintain a high-quality viewing experience. The app also offers an improved interface for saving passwords as well as for connecting to local and remote networks. Additionally, there is now improved user support through an iPhone-based FAQ screen and an entertaining new spy-themed demo video at <http://www.heyamacsoftware.com/demo> that walks users through the Briefcase workflow. Prior to today, Briefcase was available in the US, Canadian and the EU App Stores only. Version 1.1 of the free Briefcase Lite app is expected to become available through the App Store shortly.

"Despite the fact that it's only been out for a few weeks and that it's aimed at the smaller Mac marketplace, Briefcase Lite has already made it into many countries' "top 20 most popular productivity apps' list," says Mike Taylor, president of Hey Mac Software. "Not only have people been enthusiastic about the products, they've given us positive feedback about where we could improve the experience for them. We've listened to what they've had to say and rolled as many features and fixes as we had time for into this update. There'll be more major features to come in the next couple of months as we continue to grow and develop these apps."

### **Briefcase and Briefcase Lite**

Briefcase gives Mac users a much simpler, iPhone-centric workflow than other file transfer apps. As such, it requires no cables, no client software, no switching back and forth between the iPhone and Mac, and no typing of an IP address. Briefcase is priced at \$4.99 and is available in 10 languages. Briefcase Lite is a free version of the software that gives users access to all of the most common features and functionality of Briefcase.

For more information, including v.1.1 press images, see [www.heyamacsoftware.com](http://www.heyamacsoftware.com) or contact [pr@heyamacsoftware.com](mailto:pr@heyamacsoftware.com)