

## Hey Mac Software Delivers Briefcase for iPhone

*New file transfer app offers iPhone to iPhone file transfer and the most streamlined workflow for moving files between the Mac and iPhone*

**Ontario, Canada – October 20th, 2008** – Hey Mac Software announced today that its Briefcase file transfer software is now available at both the US and Canadian iPhone App Store. It is expected to be available in Apple’s European app stores later this week and in their Asian app stores by the end of November. This highly anticipated product offers iPhone to iPhone file transfer and delivers 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, no network set up, and no typing of an IP address. Briefcase is priced at \$4.99 and is available in 10 languages. Concurrent with the launch of Briefcase is the release of Briefcase Lite: a free version of the software that gives users access to all of the most common features and functionality of Briefcase.

“We’ve had a lot of tremendous feedback from our beta testers and reviewers: people are really excited about the simplicity of the workflow and the high degree of interactivity Briefcase gives them with the Mac they are connected to,” says Mike Taylor, president of Hey Mac Software.

“Plus, with iPhone to iPhone file transfer capabilities and high-quality file viewing, Briefcase really stands out from the crowd.”

### **Briefcase Workflow: Connection and Downloading**

The Briefcase UI and workflow are extremely intuitive. Using Bonjour technology, Briefcase enables users to quickly locate, connect to and browse local machines that have Remote Login enabled. Remote machines with their own internet address can also be accessed: both WiFi and 3G networks are supported. The app’s bookmark system enables users to manually add bookmarks for remote machines and key chain support means they can save passwords for computers they commonly login to.

Once they are connected, Briefcase enables users to quickly select and download files as well as entire directories and bundles (directories that appear as files on a Mac). Downloads that are interrupted by the user quitting Briefcase will be automatically resumed the next time the software is running and the source Mac is available.

### **Viewing Files**

Downloaded files and directories are listed in alphabetical order with an appropriate icon next to their name. Files downloaded from a Mac running Leopard display a thumbnail of the file using Leopard's QuickLook technology.

Briefcase enables users to view documents (Pages, Numbers, Keynote, Word, Excel, MP3, M4V, PDF files, etc.) and images (TIFF, JPEG, GIF, PNG and BMP) stored on their iPhone, while video and audio files can be opened using the iPhone media viewer. Full screen viewing and viewing from all orientations are supported in both the image and document viewers: enabling users to take full advantage of their iPhone screen real estate.

Briefcase's image viewer delivers excellent performance. This is due to the fact that it does not use the web browser for viewing images, but rather its own streamlined image viewer. Supported image files can be viewed and added to the iPhone photo library.

Briefcase also offers a number of features that make it easier for users to read books and other large documents on their iPhone. A document slider, for example, lets Briefcase users quickly scroll through a large document. The document viewer will remember the user's last location in a specific document (before closing the file) and the next time the file is opened, go automatically to that location.

### **File Upload**

With Briefcase, users can securely upload stored files to one of the most common areas of the Mac they are connected to – Downloads, Desktop, Documents (or Movies or Pictures, depending on the file type) – with just a single tap. Other upload destinations can also be chosen and saved; plus, users can perform their upload in conjunction with an action: Open File, Add to iPhoto, Add to iTunes, etc. Power users and system administrators can use Briefcase to install a simple installer package, add Mac apps to the Applications directory, as well as upload and mount disk image files on the Mac they are connected to.

While uploading (or downloading) files/directories, the tab bar icon for Activity displays a highly visible red badge with the number of operations that are in progress at any given time: reminding the user that uploads/downloads are in progress. The Activity view gives users a list of current download/upload operations. It includes a progress widget, that informs the user of the status of the operation, and a Cancel button – available for each operation.

### **Internationalized UI**

The Briefcase UI can be displayed in English, Spanish, French, Italian, German, Dutch, Korean, Simplified Chinese, Japanese and Russian. The user documentation is available in all of these languages with the exception of Russian.

### **Briefcase Lite**

The free Briefcase Lite app offers most of the functionality of Briefcase with a few notable exceptions:

- Briefcase Lite users can connect to and browse machines on a local network only.
- Briefcase Lite users cannot download directories.
- With Briefcase Lite, users cannot upload files to another iPhone. They can, however, receive files from other iPhone users.
- Applications and installer packages can be uploaded to another machine, but users do not have the option to perform the related action (i.e. install).

### **About Hey Mac Software**

Mike Taylor, Hey Mac's president and lead designer, has been a 3D graphics and animation software developer for the past 14 years. A long-time Mac champion, Mike was involved in the port of the Maya 3D software to the Mac, and was later responsible for maintaining Maya on that platform. Over the past year he has been busy porting the award-winning Houdini 3D software to the Mac – as well as developing Briefcase for iPhone.

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