

# Memory and Brain Activity Are the Apps Most Valued By iPhone Consumers, According to Chorus' February Report

**Andover, MA – April 6, 2010** – envIO networks, a leading social networking software development company, today announced the latest user data based on Chorus iPhone App activity. The February Chorus report continues to compile user data on download attempts to produce the top recommended apps, free apps, paid apps, and starting this month, the top discussed apps based on user chatter.

Since Chorus launched in November in 2009, more than 600,000 users have invited others to join the Chorus community, while Chorus users have spent more than \$1 million on paid apps. With the landscape of the app market constantly evolving, Chorus makes it easy to find the most valuable apps with the help of friends and their smart phones.

According to February iPhone data, Lumosity Brain Trainer jumped eight spots to the top free app position, bumping Background Check App from the list. In contrast with those feeling the need to improve their memory, the top paid app was Where is my Phone? – a top rated app that features 30 creative ringtones to help forgetful users locate their phone by whistling. Rounding out the other lists is PERFECT BROWSER 3, the top recommended app among Chorus users, and the Facebook app, which was the highest ranking app based on chatter.

Similar to the last month's Chorus report there is a high amount of turnover with only one app (Luminosity Brian Trainer) remaining from January's top ten list. Chorus believes this trend is likely to continue with thousands of high quality apps being introduced every month, and a high degree of consumer interest in downloading the hottest new apps available.

The following top ten lists for February 2010 were based on tens of thousands of user interactions and download attempts from live apps within the iTunes Store.

## Top 10 Most Recommended Apps Among Chorus Community February 2010:

Rank	Rank Change	App Name	Price
1	Debut	<a href="#">PERFECT Browser 3 – Extraordinary FAST FullScreen</a>	\$0.99
2	Debut	<a href="#">LastPlayed+ for Facebook and Twitter</a>	\$0.99
3	Debut	<a href="#">Knocking Live Video</a>	Free
4	Debut	<a href="#">NBC Olympics on AT&amp;T</a>	Free
5	Debut	<a href="#">Evernote</a>	Free

6	Debut	<a href="#">HFOrg</a>	Free
7	Debut	<a href="#">Lose It!</a>	Free
8	Debut	<a href="#">Lexeme Free Scrabble Word Search</a>	Free
9	Debut	<a href="#">Virtual Trainer</a>	Free
10	Debut	<a href="#">Words With Friends</a>	Free

**Top 10 Free Apps for February 2010 based on download attempts:**

Rank	Rank Change	App Name	Price
1	Up 8	<a href="#">Lumosity Brain Trainer</a>	Free
2	Debut	<a href="#">Classics</a>	\$0.99
3	Debut	<a href="#">Gorillacam</a>	Free
4	Debut	<a href="#">Catch-21</a>	Free
5	Debut	<a href="#">Touch Mouse</a>	Free
6	Debut	<a href="#">Fonolo</a>	Free
7	Debut	<a href="#">Meebo</a>	Free
8	Debut	<a href="#">ICE app</a>	Free
9	Debut	<a href="#">Bell Cowbell app</a>	Free
10	Debut	<a href="#">3D Sun</a>	Free

**Top 10 Paid Apps for February 2010 based on buy attempts:**

Rank	Rank Change	App Name	Price
1	Debut	<a href="#">Where is my Phone?</a>	\$0.99
2	Debut	<a href="#">ContactFlow</a>	\$1.99
3	Debut	<a href="#">Alphabetic</a>	\$1.99
4	Debut	<a href="#">MotionX GPS Drive</a>	\$0.99
5	Debut	<a href="#">HourFace</a>	\$2.99
6	Debut	<a href="#">Cogs</a>	\$0.99
7	Debut	<a href="#">BATTLE BEARS: Zombies!</a>	\$0.99
8	Debut	<a href="#">Slug Wars</a>	\$1.99
9	Debut	<a href="#">Slango - Urban Dictionary</a>	\$0.99
10	Debut	<a href="#">AutoRingtone PRO TEXT to SPEECH RINGTONES</a>	\$0.99

**Top 10 Most Discussed Apps February 2010:**

Rank	Rank Change	App Name	Price
1	Debut	<a href="#">Facebook</a>	Free
2	Debut	<a href="#">Pandora Radio</a>	Free
3	Debut	<a href="#">Google Mobile App</a>	Free
4	Debut	<a href="#">Shazam</a>	Free
5	Debut	<a href="#">Google Earth</a>	Free

6	Debut	<a href="#">Bump</a>	Free
7	Debut	<a href="#">Movies</a>	Free
8	Debut	<a href="#">The Weather Channel</a>	Free
9	Debut	<a href="#">Skype</a>	Free
10	Debut	<a href="#">Photoshop.com Mobile</a>	Free

Available on iPhone and iPod touch, [Chorus](#) has recently launched internationally in 90 countries around the world and envIO Networks is currently developing Chorus for other leading smart phone platforms, with rollouts planned in several new languages in the coming months.

**About Chorus** Chorus™ was developed by the team at envIO networks, inc. Chorus, is currently available as a standalone app from Apple's App Store via iTunes at <http://tinyurl.com/ygcas9u>

**About envIO networks, Inc.** envIO Network's patent-pending Social Genome™ technology leverages social networks to help consumers discover relevant mobile apps and content. envIO is working with leading network operators, device manufacturers, publishers, developers and advertisers to incorporate the power and persuasion of the consumer's own social network into the mobile app and content selection process. envIO was founded by a seasoned entrepreneurial team with a track record of successful start-ups in the wireless platform and application spaces. The company is backed by premier venture capital companies, Matrix Partners and North Bridge Venture Partners.

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For more information please contact: Vijay Chattha / AppLaunchPR for Chorus & envIO Networks [vijay@vsccconsulting.com](mailto:vijay@vsccconsulting.com) / 415-305-6041