

FOR IMMEDIATE RELEASE

Ramblehook™ app ends the annoying habits that ruin every meeting

'Idea manufacturing company' releases unique mobile app enabling meeting goers to reel in the ramblers and get more done than ever before.

ANN ARBOR, MICHIGAN – February 3, 2014 - **NewFoundry** today announced the immediate availability of **Ramblehook™** for iPhone.

The Ramblehook app is designed to allow meeting organizers to take back control of their meetings. The app keeps attendees engaged and on task while offering meeting goers a way to provide real-time feedback to presenters.

Popular with beta testers who used **Ramblehook** at weekly scrums, monthly board meetings, and spontaneous meet ups with colleagues, the app proved to keep conversations on track and time spent in meetings to a minimum.

By keeping the group focused on key agenda items and every participant invested in the conversation, **Ramblehook** solves the annoying but pervasive habits of rambling and off-topic diversions that plague every meeting.

Using Ramblehook is easy and makes meetings more fun. Organizers set up a new meeting and list the agenda items, presenters, and time allotted to each topic. They share the meeting with attendees who can follow along on their own device, a feature that is especially helpful during conference calls. Organizers simply hit "Start" on the first agenda item and then let Ramblehook take over timekeeping duties. When time is up for each topic, a bell provides the audio cue the team needs to know it's time to move on. Meeting goers stay tuned-in to the passing of time and provide anonymous real-time feedback to presenters: "Speed Up" (OK, OK, I get it, move along now, you're rambling) or "Slow Down" (I'm not following, you are talking too fast, this doesn't make sense). To wrap up, organizers hit "End the Meeting" and everyone can check out the team's meeting performance stats. How much time was spent Rambling?

Using Ramblehook whittles away the time spent in meetings. A 2012 study, *Opinion Matters for Epson and the Centre for Economics & Business Research*, reports that office workers spend four hours in meetings per week and that half of that time is wasted. Also in 2012, Salary.com reported that meetings were the number one time-waster at the office for 47% of workers surveyed. **Ramblehook** enables workers to take back that time.

"We were inspired to build **Ramblehook** after finding no good solution for keeping our own meetings on track," said Richard Chang, **NewFoundry's** CEO. "Our team is a unique mash-up of developers, brand strategists, and designers. Spending a bunch of unproductive time in meetings goes against our DNA. We'd rather get in there, get it done, and get back to our real

work for clients. **Ramblehook** helps us do that.”

In addition to being an ideal productivity app for developers, project managers and other professionals wanting to get more things done, **Ramblehook** is perfectly suited for use by teachers, coaches, trainers, presenters and conference organizers. The app helps speakers with the pacing of the presentation, rehearsal, or performance, and serves as a second screen app at meetings and conferences to enable real-time feedback from the audience.

Additional ideal users for **Ramblehook** include teachers during parent-teacher conferences, sales managers and service crews at daily tactical sessions, business coaches and organizational development coaches during consulting sessions, job interviewers, committee chairs, and city council members.

Pricing and availability

Ramblehook is available now directly on the Apple App Store or via www.ramblehook.com in two versions:

Ramblehook Free

Efficient timer for ad hoc meetings

Share and synchronize meetings easily with other participants

Input and save meeting agendas

Anonymous feedback bar

Attendee count

Post-meeting analytics

Ramblehook Pro, \$2.99

All features of **Ramblehook Free**, plus

Create and moderate an unlimited number of meetings

Copy meetings (great for recurring meetings!)

Android and iPad versions are under development and will be announced when available.

About NewFoundry

NewFoundry is an idea manufacturing company that fuses engineering, design, user experience and brand development expertise to create next generation market opportunities, products, and services. The company founders banded together in 2011 to create a unique offering for its clients and specialize in taking ideas from concept to version 1.0 as quickly as possible. Learn more at www.thenewfoundry.com.

Press Contact

All press inquiries, including interview requests, product reviews, images and quotes should be directed to press@thenewfoundry.com.

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Additional Materials

Hi-Res Images and Press Kit: <http://bit.ly/nfrhpress>

50-Word Release

NewFoundry introduces the **Ramblehook™ app** for iPhone that reduces time spent in meetings by automating time-keeping functions, keeping presenters on track, and enabling real-time feedback from participants. Ideal for project managers, technology developers, and professionals. Free and Pro (\$2.99) versions now on the Apple App Store. Learn more: www.ramblehook.com.

25-Word Release

Ramblehook™ app for iPhone. Reduce time spent in meetings by automating time-keeping functions, keeping presenters on track, and enabling real-time feedback from participants. www.ramblehook.com

For Facebook

Check out the Ramblehook app for iPhone. Reduce time spent in meetings by automating time-keeping functions, keeping presenters on track, and enabling real-time, anonymous feedback from participants . Perfect for project managers, tech developers, and GTD practitioners. www.ramblehook.com

For Twitter

Ramblehook app for iPhone. Reduce time in meetings, reel in ramblers. Ideal for project managers, developers. bit.ly/nfrhapp #newfoundry