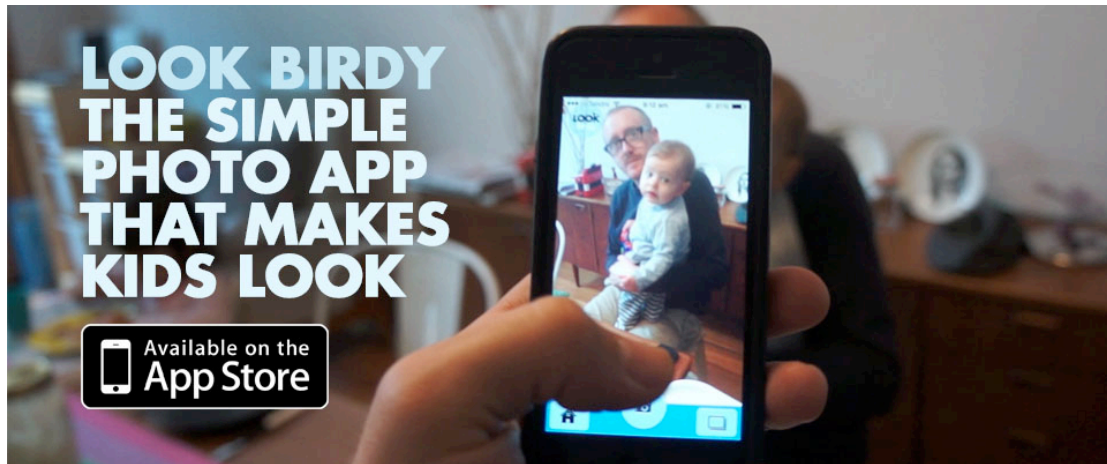


PRESS RELEASE :

Dad creates app to solve problem that plagues parents daily.



Melbourne April 26, 2014,

No longer will you have to publicly humiliate yourself in an attempt to get your precious children to look at the camera.

Look Birdy is a very simple photo app that solves a problem which has plagued parents for... well I guess as long as phones could take photos.

The app, created by 38 year old Melbourne Dad Ben Keenan with programming help from his friend Rhys Sullivan uses an iPhones flash in way Steve Jobs never intended.

It turns it into an attractor whilst making attention grabbing bird noises that magically attract little eyeballs to get kids looking in photos.

Works pretty good on pets too.

Full interactive version of this release with demo videos can be found here:

<http://lookbirdy.com/press-release-dad-creates-app-and-solves-first-world-problem-which-plagues-parents-daily/>

Look Birdy is free to download for a limited time at the App Store:

<https://itunes.apple.com/au/app/look-birdy/id799317086?mt=8>

More about the app can be found here:

<http://lookbirdy.com>

If you would like to ask Ben anything, you can reach him on hello@lookbirdy.com or on Twitter on <http://twitter.com/lookbirdy>

About Ben Keenan

Ben is a professional creative who has made everything from technology products to advertising campaigns. He's an avid iphoneographer, a doting Dad to his daughters Noush & Millie and husband to his very patient wife Michelle. When not working on his own projects he's helping people inspire their own ideas as head of the prestigious AWARD SCHOOL Melbourne, and teaching regular workshops on creativity and digital copywriting.