



**For Immediate Release**

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**Expedition PR Unveils Updated Mobile App Marketing Offering**

*Agency Helps Launch and Position Apps*

**Brooklyn, NY – May 21, 2013** – [Expedition PR](#) LLC announced today its application promotion service designed for the latest mobile apps. The agency has worked with developers to meet their objectives via reviews, downloads, industry distinctions, and interest from key stakeholders.

Founded in 2009 and based in Brooklyn, NY, Expedition PR is a boutique agency that provides progressive communications designed for established and emerging global brands. The agency works with a mix of large and small businesses in the consumer tech and B2B sectors.

According to eMarketer, [a top trend of 2013 is a mobile-first strategy](#) since mobile technologies and applications are no longer an adjunct of the desktop.

“We’ve expanded our mobile application launch acumen over the years as the online dynamic and opportunities have exploded,” said Katja Schroeder, President of Expedition PR. “We know that technology is paving the way for a sustainable future, and app developers -- like our clients -- are doing just that by offering cutting edge, educational and entertaining content.”

**Interval Studios and the Reboot of the Thicket iPad App**

The agency collaborated with application developer Interval Studios to launch an updated version of Thicket, an audiovisual playground that allows users of all ages to create beautiful sounds and pictures on the iPad. Thicket immerses users in song-like audiovisual pieces called modes. Each mode can be used as an art generator, interactive toy, and instrument or performance tool.

[The Thicket app obtained positive reviews](#) by a number of consumer tech publications, and secured over 42,000 downloads in less than a month in all markets. In France, the Thicket app held first place in its category for over a week, triggering more downloads globally.

**Morton Subotnick’s Pitch Painter: Music Composing for Preschoolers**

In addition, Expedition PR worked with Morton Subotnick, the author of the highly acclaimed educational CD-Rom series Making Music, to introduce Pitch Painter in 2012 and the latest update in 2013. Pitch Painter is a musical painting iPad application designed for children ages 3 to 5. Using finger painting as a metaphor, children can compose, erase, edit, save or load their creations. They can hear their musical creations played back exactly as they drew them, or as a normal piece of written music, from left to right, or upside down, backwards and even scrub them like a DJ.

Pitch Painter received an [ON for Learning Award from Common Sense Media](#) in 2013 as just one of 50 apps, games and websites that received the distinction from the national nonprofit dedicated to helping parents and teachers manage the media and technology in kids' lives. Also, it was named a "Top 5 Apps for Kids" by Mashable and included in multiple listing for best educational apps for kids.

### **About Expedition PR LLC**

Expedition PR is an integrated communication agency that connects emerging technology companies with key influencers. Founded on the belief that technology shapes a sustainable future, the agency's mission is to increase market visibility and demand for innovative companies. The agency's portfolio of high-impact consulting and communications programs offers a tailored approach to a company's specific growth phase and business objectives.

To learn more, visit [www.expeditionpr.com](http://www.expeditionpr.com) or follow us on Twitter @ExpeditionPR or like us on Facebook <https://www.facebook.com/ExpeditionPR>

You can meet the Expedition PR team at [NExT \(Northside Entrepreneurship + Technology\)](#) in New York from June 13-14, 2013.