

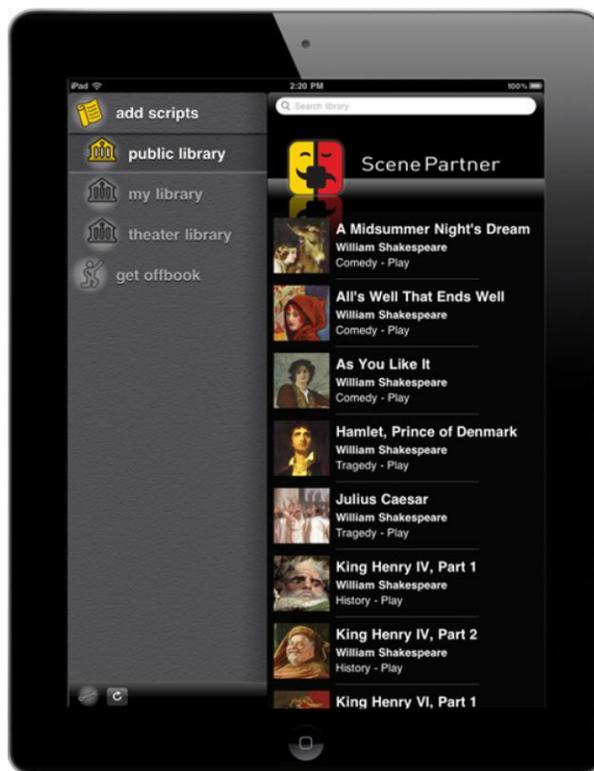


Scene Partner® 1.5 Gets iPad® Update from Award Winning Design Firm

MyTheaterApps.com Again Taps Award Winning Design Firm TFI Envision, Inc. to Redesign its Popular Actor's App for the iPad. New Functionality was Integrated with New Navigation and Icons for Scene Partner 1.5.

Norwalk, CT, September 13, 2011 — With more than 425,000 apps now available for the iPhone and over 90,000 apps for the iPad,* developers need to continually update their apps to stay competitive. Frequent updates also help them take advantage of new technologies that deliver more functionality and greater ease of use for their customers. [Scene Partner® 1.5](#) from developer MyTheaterApps.com is no exception.

MyTheaterApps.com originally chose the award winning design firm TFI Envision of Norwalk, CT to design the branding and graphics for the launch of its Scene Partner app and website. True to form, [the results won multiple awards for design excellence](#). Scene Partner is a powerful tool that helps actors with the age old problem of [how to memorize lines](#). Actors can load scripts into the iPhone® or iPad via the website, and the app uses advanced text-to-speech software from the Acapela Group to read the various parts. Actors can play back just their lines, just their cues or entire sections of the script. They can also record their lines using their own voice and merge it with the text-to-speech playback. Scene Partner gives actors a new solution for [how to learn lines](#).



Having successfully launched in November of 2010 (Scene Partner spent several weeks in the coveted “New and Noteworthy” section, on the home page of the App Store), it was time to look at a major update for the iPad. MyTheaterApps.com again tapped TFI Envision, Inc. to help with the iPad design.

New functionality called for new navigational icons, including ones for the ‘public library’, ‘my library’ and ‘theater library.’ The icons illuminate from within when they are selected, as though the library’s lights have been turned on. They also designed a generic script icon. Customers



can provide their own artwork when uploading a script, but if they don't then the new generic script icon is used to represent the script. A 'pick script' icon was also added to aid with the App's navigation on the iPad.

According to J. Kevin Smith, owner of MyTheaterApps.com, "Apple's success with the iPad gave us the chance to re-imagine Scene Partner for a larger screen. We had an opportunity to extend the potential of the app, making it possible to replace a paper script with a digital one. But it was important to retain and expand on the original design that makes the iPhone app so distinctive. The team at TFI Envision helped us make that transition and deliver another winner."

* www.apple.com

To learn more about Scene Partner, visit <https://www.ScenePartnerApp.com>

To learn more about TFI Envision, visit <http://www.tfienvision.com>

About MyTheaterApps.com:

MyTheaterApps.com is the developer of Scene Partner, an award winning App for the iPhone, iPad and iPod Touch that helps actors learn their lines. It merges text to speech software from the Acapela Group, voice recording and advanced algorithms to provide a unique and innovative tool for actors. It was released in early November 2010. Within the first week, Apple listed it as "New and Noteworthy" on the App Store, The Wall Street Journal ran a story about the app in its "App Watch" section, and Tom Cruise, the American Theater Wing (producers of the Tony Awards) and the Public Theater in NYC all tweeted about Scene Partner to their followers.

PHOTOS AVAILABLE

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A media kit is available at <https://www.ScenePartnerApp.com/ScenePartnerMediaKit.pdf>

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