



For Immediate Release

## Scene Partner App Wins Multiple Design Awards



Norwalk, CT – The Advertising Club of Westchester has awarded the [Scene Partner App](#) four awards for Design Excellence at its Big W Awards Gala. The club presents its awards annually at a gala awards banquet held in Tarrytown, CT. Scene Partner received awards in the Interactive Media category for Logo Design, Mobile Applications, Promotional Campaign and Animation Sequence.

In addition, American Graphic Design & Advertising has awarded Scene Partner two Best of Category awards for the 2011 AGDA Awards, including best Logo Design.

The App's design was developed by [TFI Envision of Norwalk, CT](#). The initial strategy was to develop a demonstrative app icon that would stand out from the crowd and would work hard to communicate what the app's function was all about. It needed to quickly communicate both theater and dialogue. Stylizing the classic comedy/tragedy masks, connected by an iconic dialogue balloon, created the app icon for Scene Partner.

MyTheaterApps.com is the developer of [Scene Partner](#), an 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 tool for actors. It was successfully released to the public in early November 2010. Within the first week, the App Store listed it as "New and Noteworthy." The Wall Street Journal Technology News and Insights section - Digits - ran a story about the app in their "App Watch" section. Scene Partner was tweeted by Tom Cruise, the American Theater Wing (producers of the Tony Awards) and the Public Theater in NYC.

Since 1975, [TFI Envision, Inc.](#) has been developing branding, packaging, promotion, digital and corporate communications for small / mid size companies and Fortune 500 companies.

The Big W awards celebrate and reward excellence in creative and technical achievement in the fields of advertising, marketing and promotion as determined by a panel of distinguished judges. Awards are open to advertising, marketing, and PR agencies, designers, photographers, and students who create advertising in and/or for businesses and organizations in the Tri-State (New Jersey, New York and Connecticut) region.

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