

Innovative iPhone framework allows developers to implement the most common and successful customer communication strategies in their application in under two minutes.

Wichita, KS - 20 May 2009 - Infofission is pleased to announce the immediate availability of the Tap4Help customer relationship framework. A common refrain from iPhone developers has been how difficult it is to communicate with their customers, prevent misinformed negative reviews and successfully improve word of mouth sales. To tackle these problems Infofission has created a re-usable framework and support service called Tap4Help that allows developers to implement the most common and successful customer communication strategies in their applications in under two minutes.

The Tap4Help library is implemented in 100% native code and allows developers to:

- \* Receive structured support requests that include application and OS version information.
- \* Provide real-time documentation updates to users via version specific Frequently Asked Questions.
- \* Provide easy recommendation services to drive word of mouth sales.
- \* Provide a listing of other applications they have available in the App Store.
- \* Direct users to provide a review of the application.

All of these tasks except for providing reviews are accomplished directly within the application allowing the developer to provide a better customer support user experience and focus on the features that will separate their application from the competition.

The Tap4Help framework is available now and is currently integrated into a number of applications that are currently available in the App Store including all of Infofission's applications: Pixel This!, PhotoJot, 44 Jots and 44 Jots - Text Edition. The Tap4Help service provides both a free service tier and a pay service tier allowing developers the flexibility to provide the level of functionality appropriate for different types of applications.

For more information about Tap4Help, please visit <http://www.tap4help.com>.

#### About Infofission

With a history of providing independent software and consulting services since 1996 Infofission re-tooled in 2008 to focus its development efforts on the iPhone platform. Infofission has released applications through the iPhone App Store such as 44 Jots, Pixel This! and PhotoJot and is offering packaged customer relationship tools in the form of the Tap4Help service. Infofission is located in Wichita, KS.

For more information, please visit: <http://www.infofission.com>

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