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## **LearnLift Announces MemoryLifter Applications for the iPhone and iPod Touch**

*Digital flashcard modules offer on-the-go learning for mobile users*

**(Houston, TX—January 27, 2010)** — LearnLift, the makers of MemoryLifter, a popular flashcard freeware, now offers iPhone and iPod touch applications for mobile learning. The MemoryLifter system is based on the flashcard system developed by Sebastian Leitner, which enables users to easily lift information into their long term memory with digital flashcards. The MemoryLifter iPhone applications feature the same proven learning algorithm as the desktop client and are now available for mobile use.

“Our new applications offer mobile users a way to easily and effectively learn on-the-go.” said Daniela Smith, Content Manager of LearnLift. “Whether you are traveling to a foreign country and would like to learn the language or are a high school student studying for the SAT, the MemoryLifter iPhone and iPod touch applications offer a convenient and flexible way of learning.”

Based on scientific principles, MemoryLifter employs controlled repetition, timed spacing and mnemonic elements to speed up the memorization process and virtually "lift" information into the long-term memory. Professionally developed multimedia flashcards sets (called Learning Modules) incorporate multiple multimedia elements for both language and SAT apps, which make learning more effective. Features like various learning modes (e.g. image recognition, multiple choice, and listening comprehension mode), and statistical tracking make these applications complete and versatile learning solutions for mobile users.

The MemoryLifter mobile application learning modules are available with over 100 learning modules to cover a variety of different topics including over 10 foreign languages. SAT preparation apps prepare the user for multiple sections of the SAT test including Critical Reading, Writing, Irregular Verbs, Vocabulary (with Audio) and Latin and Greek Word Roots (with Audio). The applications expedite long-term retention of information by testing information you don't know well more often than the information you already know.

Learning Modules for MemoryLifter on the iPhone and iPod Touch are sold on the Apple Appstore in the Education category, ranging from \$0.99 to \$19.99. To learn more about LearnLift and MemoryLifter, please visit [www.memorylifter.com](http://www.memorylifter.com).

**[AboutLearnLift and MemoryLifter](#)**

MemoryLifter was developed by Rainer Aberer, the founder and owner of OMICRON electronics Corp, an international company serving the electrical power industry with innovative testing and diagnostic solutions. Some years ago, he developed the flashcard software to meet a personal need and subsequently made it available to the world community as freeware. Because of the tremendous positive response to MemoryLifter, LearnLift was founded with the goal to develop the software further and to fill a market niche by creating custom content for a range of applications in various knowledge areas.

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