Press release from 27 June 2013
Saxony, Dresden: Economics/IT/Apps/Games
For: visorApps, Dresden

Software developer from Dresden visorApps publishes its new game app
New game app "MouseKick" is also fun for the blind

The Dresden company visorApps has just published its new game app "MouseKick" in the App Store. The special thing about this entertaining game is that not only people with unhindered vision can enjoy it, but that it's also fun for the blind. VisorApps previously developed the colour scanner "Colour Visor", which is mainly intended for the blind and visually impaired iPhone, iPad, and iPod touch users.

"The goal of 'MouseKick' is to tip away the mice that pop up through the holes in a piece of cheese as quickly as possible. Although our app features attractive graphics and animation designed by Dresden designer Torsten Becker, the game can also be played without any limitations without vision, since the player can hear the mice and locate them via the noises they make," explains the founder of visorApps, Dr. Jan Blüher.

MouseKick may be played in three game modes that require different kick strategies ('Kick them All', 'Nick Kick', 'Time Kick'). In blind mode for all three game modes, the mice can only be found according to the noises they make. In training mode, the player can study the noises to locate them. A 'game of the day' offers the opportunity to win virtual trophies each day. MouseKick supports 'Game Center'. This enables players to compare their results with those of other players.

"Unlike other developers, we ensure that our apps are able to be operated with ease by the blind. For this reason, we also use the voice-over technology of the screen reader for all settings; MouseKick is able to be operated barrier-free," continues Dr. Jan Blüher, who got blind himself at the age of 20 years.

MouseKick by visorApps runs on iPhone, iPad, and iPod touch starting with iOS version 6 and is available now in the App Store: http://AppStore.com/MouseKick.
To the video: http://youtu.be/VHGy_-xywcU

The ColorVisor colour scanner, published in May 2012, was the first product offered by visorApps. This app recognizes colours via the cameras of all iOS devices version 5.0 and higher, which normally possess a camera, and in saved photos and images. This mainly offers three functions: The ColorScanner for colour recognition via device cameras, the PhotoScanner for colour recognition in photos, and a colour table for saving and editing colours that have been scanned or created by the user.
ColorVisor is available here: http://AppStore.com/ColorVisor

Test access for journalists and bloggers:
Test access is available upon request at info@visorApps.com.

…/2

Further information:

<u>visorApps/Dr. Jan Blüher</u>
Dr. Jan Blüher, born 1977 in Borna, lives in Dresden, Germany, and works as an independent developer for iPhone, iPad, and iPod touch. A family father, who counts reading and model trains among his hobbies, Dr. Blüher went completely blind in 1997, shortly after starting his studies. After studying physics at the University of Leipzig and informatics at the University of Technology Dresden, he received his doctorate in engineering in 2008. After working as a scientific assitant at the Institute for Material Sciences at the TU Dresden, he made the transition to self-employment in December 2011. The first product developed by his company visorApps is the ColorVisor colour scanner, which was developed in March 2012 for iOS devices.

<u>About visorApps</u>
Dresden software company visorApps was founded at the end of 2011 by Jan Blüher, a PhD of informatics from the University of Technology Dresden. The ColorVisor colour scanner, the first product developed by this start-up, was released in March 2012. Due to his own blindness, Dr. Jan Blüher has been involved extensively with the voice-over accessibility software for the blind and visually impaired available on the iPhone, iPad, and iPod touch since as early as 2010. Since the screen reader is an integral part of the iOS operating system, these Apple devices offer optimal accessibility options for the blind and visually impaired. This feature motivated the company's founder to develop for the iOS platform, since these options could be used to increase the user-friendliness of his apps. visorApps' main target group is the blind and visually impaired. Just like the other apps currently being developed, ColorVisor is also designed for use by people with regular vision. That's why visorApps works closely together with graphic artist Torsten Becker, who designs the images and animations for the visual layout of the user interfaces. The game MouseKick was published in June 2013.

For the accuracy of the statement: Tobias Blaurock

Contact:
<u>visorApps</u> | Dr. Jan Blüher | Bayreuther Str. 2 | D-01187 Dresden | Germany | Tel.: +49 (0) 351 16053907 | Mobile: +49 (0) 176 349262420 | <u>info@visorApps.com</u> | E-mail: <u>jan.blueher@visorApps.com</u> | Web: <u>http://visorApps.com</u> | Twitter: <u>www.twitter.com/#visorApps</u> | Facebook: <u>www.facebook.com/VisorApps</u>

<u>Agentur Blaurock & Nuglisch</u> | Tobias Blaurock | Plattleite 68 | 01324 Dresden | Tel.: +49 (0) 351 2109871 | Fax: +49 (0) 351 2078 1533 | <u>blaurock@blaurock-nuglisch.de</u> | <u>www.blaurock-nuglisch.de</u>