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## **edioma™ SHIPS IDIGO - IPHONE LANGUAGE ASSISTANCE APPLICATION**

AUSTIN, TX – edioma™, a provider of mobile device learning products, today announced that it began shipping iDigo Home, an iPhone-based language assistance application designed to help English-speaking homeowners communicate with Spanish-speaking staff (e.g., housekeepers, lawncare workers, handymen). iDigo Home is the first in a line of iPhone applications that edioma plans to introduce in Q3 and Q4 of 2009.

Future versions of iDigo will focus on facilitating communication between management and staff in specific industry verticals, such as Hospitality (restaurant/hotel), Jobsite (construction), and Travel (business travelers).

edioma partners with Lighter Fluid Studios, an Austin-based development and publishing company. The two companies share a common view that mobile phone-based language assistance is a vital solution to bridge the “communication gap” between English- and Spanish-speakers who are required to interact in the work place. There are currently over 45 million U.S. Hispanics, nearly 40% who are categorized as “Spanish-dependent.”

edioma’s iDigo platform is the first iPhone language assistance product to target non-travel-based communication needs,” said Larry Upton, edioma founder and CEO. “We’re convinced that a rapidly expanding market exists for smart-phone products that facilitate multi-lingual communication, especially where jobsite productivity is concerned.” Fortune 500 companies with sizable Spanish-speaking employees, such as Wal-Mart (165,000 Hispanic employees), stand to benefit from using iDigo as a communication solution to increase workplace productivity and reduce human resource management costs.

Lighter Fluid Studios principal Darrell Petty said, “iDigo stands apart from other language assistance products, because it’s elegant and easy to use. iDigo guides the user through a simple process that delivers relevant phrases for a wide variety of common situations.” Lighter Fluid and edioma plan to release ported versions of iDigo for Blackberry and Android smart-phones in Q3 2009.

### **About edioma**

edioma develops and publishes mobile education services for Spanish/English speaking wireless subscribers. edioma is a privately-held corporation headquartered in Austin, Texas. For more information, please contact [info@edioma.com](mailto:info@edioma.com).

### **About Lighter Fluid Studios**

Lighter Fluid Studios helps companies turn ideas into commercial success. Light Fluid designs, develops, and supports a variety of enterprise software and mobile application products via joint investments or shared development partnerships. For more information on Lighter Fluid, please visit [www.lighterfluidstudios.com](http://www.lighterfluidstudios.com).

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