

# **mobiPoke Allows You to Poke Anyone with an Email From Your iPhone**

*"Poking" is released from the constraints of social networks and the desktop environment, it is brought to its most natural platform and is made available to anyone with an email address.*

Cluj, Romania, August 18, 2009 -- [Halcyon Mobile](#) launched [mobiPoke](#), the poke application for iPhone. By bringing the popular facebook poke feature to the iPhone, mobiPoke extends the iPhone with a new type of messaging: mobile action based messaging. With mobiPoke users can send and receive mPokes (predefined action messages with an image and customizable status message) to each other.

"mobiPoke extends the iPhone with a new and different type of mobile messaging," said Levente Szabo, co-founder of Halcyon Mobile. "They won't have to write any text, instead just select a predefined globally understandable message, so it could be used as the quickest and simplest form of messaging available on a mobile device. There are times when you just want to check what you're friends are doing, or give them a quick feedback. This is the ideal use case for an mPoke: just choose an actions and send it. Quick, fun and effective." MobiPoke is designed to be at the base of the mobile messaging systems hierarchy and to be used as a "conversation starter", but it can be used as an independent messaging system on its own for longer "mPoke conversations". This can be later escalated into higher and more customized levels of communication like an SMS, instant message or phone call. With 15 categories and more than 200 actions in the Pro version quite complex mPoke dialogues are possible. These dialogues can be quickly viewed in the mPoke history.

MobiPoke = facebook poke + "push twitter" + iPhone: Besides the mPoke message itself mobiPoke allows users to add a status message with a maximum length of 140 characters to each mPoke. This makes it a kind of a "push twitter" where users can send their status (or any customized message) to all of the people they choose too, instead of other people pulling their status. Although the primary scenario involves iPhone users sending and receiving mPokes, anyone who has an email address can receive mPokes because mobiPoke uses email as the underlying messaging platform. MobiPoke's tight integration with social media sites allows users to automatically post their mPokes to Twitter and Facebook, and this way share the mPoke not only with the primary receivers, but with every 'follower' or friend on Facebook.

MobiPoke is available in two versions in the AppStore: a Lite and a Pro version. MobiPoke Lite is the free ad supported version of mobiPoke Pro. Besides being ad-free, mobiPoke Pro contains more actions (more than 200 instead of 50 in the lite version) and is available at a price of \$2.99.

Halcyon Mobile is a software development company based in Romania focusing on mobile applications. Besides developing own products, the company offers mobile application development and consultancy services for the major mobile platforms including iPhone, Blackberry, Android, Windows Mobile and Symbian. For more information or to download mobiPoke, visit <http://www.mobiPoke.com>.

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