



Magpie for iPhone & iPad® Review Guide

Requires: iOS 11+

Free no-obligation 2 Week trial

Optional Lifetime Purchase - £7.99 / \$7.99 / €7.99

Optional Monthly Subscription - £0.99 / \$0.99 / €0.99 p/m

If you would like to demo Magpie, please download your free trial at
<https://itunes.apple.com/app/id1452537332>

Find out more & see Magpie in action on our website:
www.getmagpie.app

Available now in the App Store

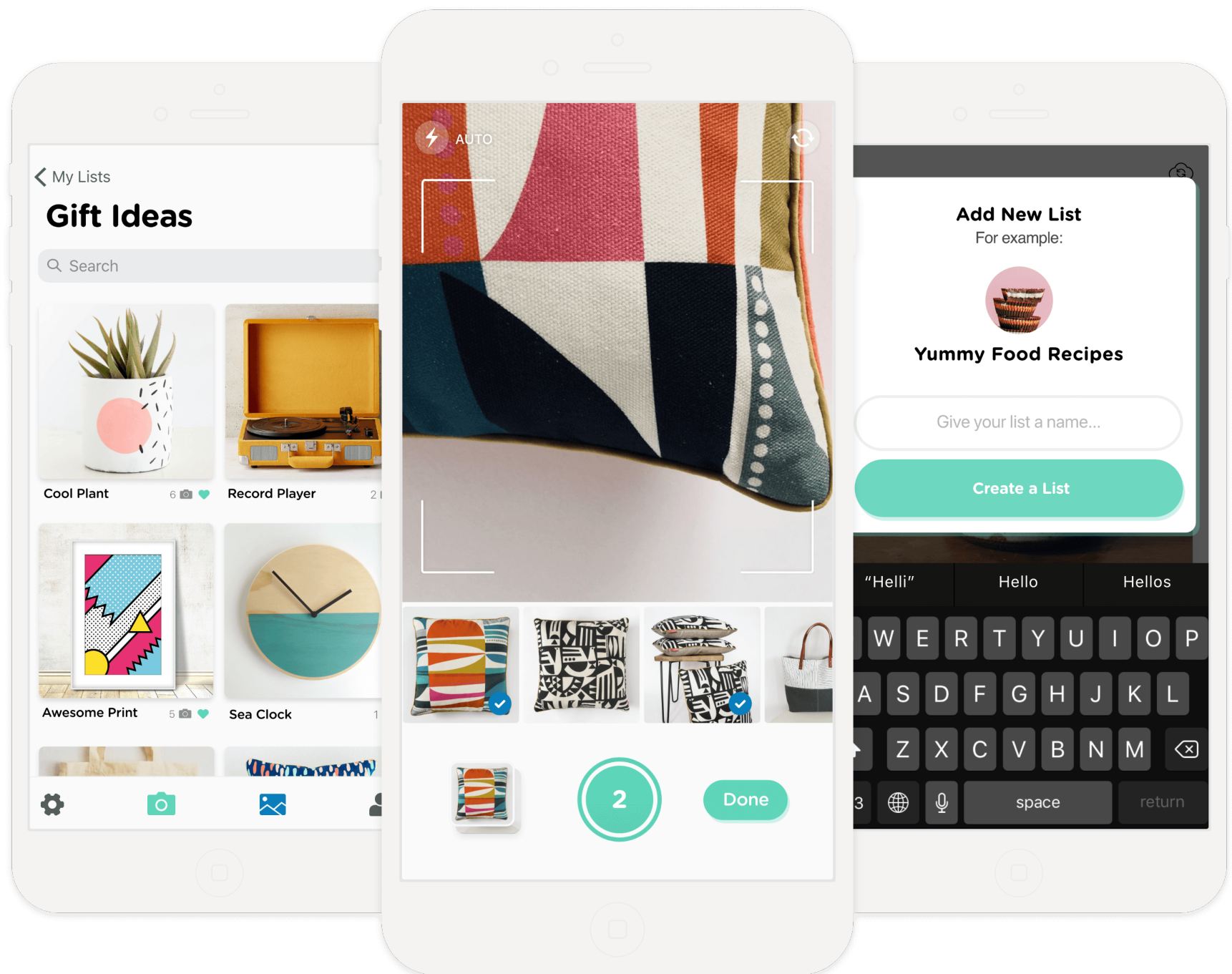
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Announcing the release of Magpie.

Do you take photos of things you like - clothes, restaurants, places to stay, cute animals - thinking “I’ll remember that for later”, but over time they always seem to get lost deep down in your photo library?

Magpie is here to help!



“It’s always been my mission to design simple, fun and powerful apps that help people in their everyday life. We all use our cameras for snapping things we want to remember - I wanted to make organising those ideas enjoyable and rewarding.”

Emile Bennett - Founder and Designer

How does it work?

The idea of Magpie is super simple. Use your camera to take photos and combine them with notes, maps, prices and links. Magpie is essentially a reminder/list app, but focussed entirely around the photos you take. It's here to help you remember all those cool things you find in you day-to-day, and never forget the things you love.

Think of Magpie as the beautiful lovechild of Apple Photos and Notes apps.

Once you start using it you'll be saying out loud "Yes! Why has no one done this before?"

To make life even easier, Magpie uses iCloud for backup and collaboration. This means unlike most other apps of this kind there's no need to sign up for a new account with yet another service, it just works straight out the box.

Magpie sits in the App Store alongside app like Notes, Evernote, Clear, Pinterest, ToDo, Instagram... standing on its own as taking a unique approach to cataloguing and organising you ideas.

People use Magpie to photograph, organise and remember

- Clothes to Buy
- Gift Ideas
- Restaurants to Try
- Amazing Recipes
- Holiday Locations
- Work In Progress
- Baby Photos
- Home Styling
- Art & Design
- Pet Pictures
- Gigs & Events
- Inspiring Places

...and anything else you can think of!

So when you spy that jacket you've always wanted, the perfect gift for a friend, a beautiful accessory for your home, or a poster for that gig you don't want to miss, with Magpie you can capture and catalogue that idea instantly.

Simple and Easy

Magpie is so simple and easy to use - in one tap create unlimited lists for anything you need, for instance 'Gift Ideas', 'Home Styling' or 'Clothes I Want to Buy'. Then start adding **items** when you come across them in your day-to-day.

An '**item**' is more than just a photo - it's a group of as many photos as you need, along with notes, price, vendor and location details. Simple, but powerful, so you won't forget the important bits about the things you love.

Sharing is caring, so Magpie lets you invite friends to collaborate on your lists together. And because Magpie uses iCloud to store all your data, you and your friends don't need to sign up to anything - just download and start sharing.

Huh, so it's like Pinterest?

A question often asked, Pinterest is the obvious comparison to make at first glance, but actually Magpie is very different.

Pinterest is about visual content discovery via the Pinterest a social network - finding more of the things you are interested in, from other users.

Magpie is much more about your personal private experience - cataloguing the photos of the things you find in your own day-to-day, along with additional details like notes, prices, locations, vendor etc. At the same time, Magpie allows you to collaborate privately with selected people.

Best of all, you can try Magpie for free using it's unique no-obligation 2 week FREE TRIAL - you'll see it's a totally different type of app!

How does the Free Trial work?

Magpie comes with a 2-week free trial. It's honest and simple, and completely different to how others work.

As you probably know with most free trials on the iPhone, when you tap the 'start trial' button, you are actually committing to automatically subscribing to the app after the trial period is over, unless you manually go and cancel.

Developers (and in turn Apple) are making a lot of money out of people forgetting to cancel their trial, and consequently getting automatically billed for an app they never wanted to use. It's probably even happened to you at some point.

I've never been a fan of this way of doing things - either as a consumer or seller of apps. I think it's completely dishonest, very much 'switch and bait' tactics, and it's not the way I want to do business at all. So, I made life much harder for myself by designing and building a new way of doing things, with the ultimate goal of making life easier and much fairer for you. I'm nice like that.

So what's different about Magpie?

What's different is that the Magpie trial is entirely no obligation - **free means free!**

To get started you need to activate your free trial. You get to use Magpie fully, with all its features for a week.

After the trial has finished I actively ask if you want to carry on using Magpie, at which point you can choose to purchase it, or not, it's entirely up to you. If you don't want to carry on using it, that's cool, you don't have to cancel or do anything, you can just stop using it and you won't be charged. You'll still be able to access your lists, but you won't be able to add any more.

If you do want to carry on using Magpie, you have the choice of either a flexible monthly subscription, or a one-off lifetime purchase.

Simple.

Key Features

- Organise photos and notes of your ideas and inspirations using Magpie.
- Create as many lists as you need, completely unlimited.
- Group photos, notes, prices, links and maps together as items, stored in their relevant lists.
- Invite friends and family to collaborate on one or many of your lists.
- Share items via Facebook, Twitter, Instagram and more
- Automatically backup and sync your ideas to other devices via iCloud.
- Drag and drop photos from other apps (Photos, Safari etc) right into Magpie.
- No sign-up or subscription required, Magpie works fully 'straight out the box'.
- Available on iPhone and iPad

Pricing and Availability

Magpie is available on the iOS App Store now, for free with a no-obligation **2 Week free trial**

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Optional Monthly Subscription - £0.99 / \$0.99 / €0.99 p/m

About the Developer

Magpie has been designed and developed by Emile Bennett, founder of Super Useful Co. Working between Chamonix (French Alps) and London (UK), Emile has built on his previous success with the highly acclaimed Pennies (www.getpennies.com) to create yet another App Store hit with Magpie, carrying on his focus of creating simple but powerful apps for everyday use.

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Thanks for reading!