

SOURCE: Smurks



June 22, 2011 07:03 ET

Smurks Launches Updated App for iPhone, iPad and iPod touch With More Options

Now Users Can Smurk Even More on Facebook and Twitter With "Clip for Web"

CHICAGO, IL--(Marketwire - Jun 22, 2011) - A simple LOL or : P not enough to tell your friends how you feel? Smurks, one of the hottest new apps for iPhone, iPad and iPod touch users -- who have rated it five stars -- now allows fans even more ways to inject personality into their Facebook and Twitter communications through its new "Clip for Web" capabilities.

The latest "Clip for Web" option which is part of a free update to the .99 cent app enables users to paste their custom created Smurks links into Facebook comments and Twitter Retweets, making Smurks' viral visibility almost unlimited much to the delight of fans who want to make their online social conversations unique and lively. Previously, Smurks could only be posted on a user's own Facebook status updates or in a new Tweet.

"Smurks users are not shy about telling us how they want to connect in the digital world," said Smurks Founder Pat Byrnes, a celebrated writer and a cartoonist at *The New Yorker*. "They want to stand out and show how they really feel. Our new version gives them increased ways to communicate exactly what they are feeling with their friends online."

Byrnes has also recently been featured on Craig Peterson's highly rated "Tech Talk" radio show discussing Smurks growing popularity as this summer's go to app for kids away at camp who are looking to stay connected with their parents, friends at home and new friends. Additionally, Smurks has been lauded as an anti-cyber bullying tool which helps prevent digital miscommunications. And, Smurks is also being used increasingly in a therapeutic capacity with children on the autistic spectrum as an iPad tool that helps them better recognize and communicate facial emotional expression.

Smurks, available for download at the App Store, enables people to morph a face into an exact expression of what they are feeling and share it via text, email, Facebook and Twitter adding a new [emotional language](#) to those channels far beyond the capabilities of traditional [emoticons](#). Smurks can be downloaded by visiting: <http://itunes.apple.com/us/app/smurks/id410530334?mt=8&ign-mpt=uo%3D4>. For an overview video of Smurks, visit: <http://www.youtube.com/watch?v=oUD5x9hhMAA>.

SMURKS | Smurks is a mobile app like no other. Officially launched in 2011, Smurks enables users to morph a face into the exact expression they are feeling and share it via text, email, Facebook and Twitter. Smurks is currently available for downloads on the App Store for use on iPhones, iPads and

iPod touch devices. Smurks is created by Iconicast LLC, a company in the business of humanizing digital communications. For additional information about Smurks visit Smurks.net.

Smurks is a trademark of Iconicast, LLC.

iPhone, iPad and iPod touch and App Store are trademarks of Apple Computer.

Contact Information

Media Contact:

Amy Hesser

Hesser Communications Group

[Email Contact](#)

312.933.8324