

BACKGROUND



**SmartSex™ An informative app on sex for adults.
Being smart about sex is very sexy.**

SmartSex is a new iPhone app on sexuality for adults of all ages and orientations. The app provides a dashboard of playful and informative features to help users get smart about sex and have fun doing it. The app was created to help adults become better aware of contemporary sexual knowledge and utilize all the advantages of the mobile device universe. The app features enjoyable shake games to test sex IQ, breaking news about sex, a weekly question poll with results, and social networking features. The app offers multiple ways to answer questions, find key words, and check topics about sex. A new feature is the Weekly Q – selected on the home page – that provides an answer to a provocative question from one of our app users on a weekly basis.

SmartSex takes a positive view of sex, encouraging the user to get smart about their sexuality, gain confidence, enhance their enjoyment of sex and make healthy choices. The app developers have a public health background and bring a broad understanding of sexuality to the app design.

A SmartSex user might read the latest news stories about sex, play a shake game and test their sex IQ with friends over a drink, quickly check on contraceptive or STD info, send a fun fact to a friend, explore a provided link about a special subject, even respond to a provocative weekly polling question and see the results of other users. All with an easy choice from the app's dashboard of features, and all with confidentiality.

The new app has a stylish, intuitive design to encourage playful use and connectivity with friends. It offers a wide range of concise and accurate information about sexuality, including common sexual myths, physiology, trends and attitudes, key health information about sexual disease prevention or pregnancy, and breaking sex news, including standout research.

The SmartSex app has a dashboard of fun and useful features:

- **Shake Games** – Select one of three Q&A games, either a general Q&A, common sex myths, or sexual health. You have to shake it – the phone that is – to get each new question. After five questions, see your score and share the results with friends through Facebook or e-mail.

- **Sex News** – Breaking sex news is featured on a regular basis. Culled from the general media and scholarly journals, the news covers the gamut. It might be on new birth control technology, trends in sexuality behavior, research findings, or an offbeat story about sexuality today.
- **Weekly Sex Poll** – Know what others are thinking – and doing. Each week app users can answer a new question. Then see immediately how other SmartSex users respond. A new week brings a new question and new results!
- **Weekly Q** - A new feature is the Weekly Q. Selected on the home page, it provides an answer to a provocative question from one of our app users on a weekly basis.
- **Accurate info** - An extensive Info feature with the ability to look up words, topics, and FAQs. There are 6 information areas: word search, general information Q&A, sexual health Q&A, sex myths Q&A, sex topics for in-depth information, and links to websites for added information on various areas of sexuality.
- **Links** – The app provides a guide to a range of websites dedicated to areas of sexuality information.
- **Social Sharing** –SmartSex users can use Facebook or e-mail to share info from the app as well as game and polling results.

The SmartSex app is featured at iTunes:

<https://itunes.apple.com/us/app/smart-sex/id641426390?ls=1&mt=8>

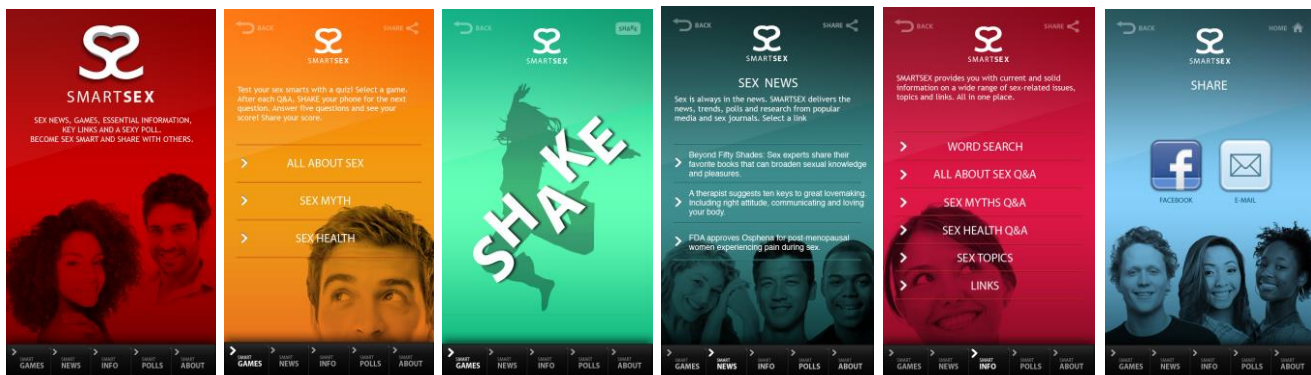
The SmartSex support site is at:

www.smartsexapp.com

or

<http://www.pandohealthresources.com>

Designed for active adults, the SmartSex app is sleek and easy to use. It provides a balance between playful features, social networking opportunities and accurate information.



Tech Specs on SmartSex

| | |
|---------------|--|
| Category: | Lifestyle |
| Released: | May 2, 2013 |
| Price: | \$0.99 |
| Version: | 1.2 |
| Language: | English |
| Size: | 9.1 MB |
| Seller: | Pando Health Resources, LLC |
| Copyright: | ©2013 Pando Health Resources, LLC |
| Restriction: | You must be at least 17 years old to download this app |
| Requirements: | Compatible with iPhone 3GS, iPhone 4, Optimized for iPhone 5 iPod Touch 3 rd , 4 th , 5 th generation. |

About the developers: Pando Health Resources, LLC. was established by Paul Froehlich, MPH, and Joyce Lisbin, Ed.D. to create health-oriented media based upon their work in public health and communications. Paul Froehlich is an award-winning producer of media products in New York City. Joyce Lisbin, based in Denver, is former chief of the Health Communication Unit, California DPH/STD Control Branch.

###