

FOR IMMEDIATE RELEASE
February 2, 2010

New Cogi iPhone App Means Never Missing an Important Point

Cogi Recorder enables easier sharing, audio highlighting, online access and much more

Santa Barbara, CA: Cogi announced today the release of the Cogi Recorder iPhone Application, which gives users the ability to record and share meetings, interviews, lectures and more, right on their iPhone. Unlike other iPhone recording applications, Cogi Recorder lets users easily share recordings of any length. Rather than emailing large, unwieldy audio file attachments that may not get through to the intended recipient, Cogi Recorder shares recordings by sending a link to recipients that lets them stream the audio directly to their iPhone or web browser.

The Cogi Recorder iPhone app can be found here: <http://www.cogi.com/cogi-recorder-iphone>

“Cogi’s mission is to capture important spoken content and enable users to search and share that content in both audio and text form,” said Mark Cromack, CEO of Cogi. “Our new iPhone app is an especially convenient way to capture that important content and share it, search it, or convert it to text if desired.”

Introducing Audio Highlighting

Cogi Recorder is also the first recording application that lets users tap a button to mark the important points within a recording. Studies show that in an hour-long meeting, only a small percentage of the spoken content is needed for later recall. With Cogi Recorder, the user can simply tap the highlight button to mark that section of the audio. This is ideal for capturing board resolutions, deal points, action items, interviews, important facts and figures – or any key point where the user thought about jotting down a note. The ‘lock’ button can be used to mark a longer section. Once the highlights are marked, users can share the recording with the highlights, and the recipients can easily jump to the important moments, saving valuable time.

Cogi Recorder Becomes Even More Powerful With a Premium Subscription

With a premium subscription, Cogi Recorder users can easily record phone calls and get transcripts of their recordings that can be read on their iPhones or on the Web. Cogi offers several different pricing packages designed to fit the most common usage profiles. Pricing plans can be reviewed at https://www.cogi.com/select_offer.

About Cogi

Cogi was created to solve a problem everyone shares – how to remember and act upon the important points that flow from every conversation. Cogi gives users a way to effortlessly recall and track important conversations through the use of an intuitive, web or phone based experience that seamlessly transcribes the important parts of conversations – the ‘COGent Ideas’ or Cogi.

Headquartered in Santa Barbara, CA, Cogi was started in March 2007 by a group of technology veterans. For more information on Cogi and to set up a Cogi account, visit www.cogi.com.

The new Cogi Recorder app can be found here: <http://itunes.apple.com/us/app/cogi-recorder/id351442836?mt=8>

Free press version available.

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