



des p'tits bonheurs

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Swiss design company “des p'tits bonheurs” introduces *bambinapp* – birth announcement for iPhone

This application, available on the App Store starting today, lets users create and send a joyful electronic birth announcement from their iPhone.

Yverdon, Switzerland, June 15, 2011 – Swiss design company “des p'tits bonheurs” announced today that its first application, *bambinapp*, is now available exclusively on Apple’s online store. *Bambinapp* allows users to choose, personalize, and send their child’s birth announcement, all directly from their iPhone. The application is available worldwide in English, French, German, and Spanish.

“Having noticed that births are often announced from cell phones by text messaging, we created *bambinapp* as an alternative to allow users to send a colorful, stylish electronic announcement”, said Charles Massin, co-founder of “des p'tits bonheurs”. With *bambinapp*, creating and sending a birth announcement is easy, quick, and fun. Parents begin by choosing their announcement from 30 unique formats. Then they enter the birth information, and can naturally include a photo. The announcement that is created can be shared on facebook or by email, or saved as an image file in the photo album, to be sent by MMS or other third-party service. According to Valérie Massin-Hagin, artistic director, “the iPhone screen highlights the vibrant colors, adding magic and joy to the birth announcement e-card.”

Bambinapp is a free application that includes 4 free announcement templates. Extra designs—arranged under the categories of girl, boy, or twins—may be purchased for \$1.99 for a set of 10 designs (6 for twins). The application can be downloaded on the App Store.

Visit the website www.bambinapp.com for more information on this application, including a detailed description and screenshots.

“Des p'tits bonheurs” is a small Swiss company that has been in operation for 10 years in the field of graphic design. Beginning in 2011, the company is expanding its range of activities by creating and marketing its own iPhone applications. More information is available on the website www.desptitsbonheurs.com.

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If you want more information about *bambinapp* or “des p'tits bonheurs”, or to request an interview, please contact:

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A press kit is available at www.bambinapp.com/press.