



## NextCo Releases iForgot to Help You Remember!

**NextCo, Inc.'s latest Apple iOS app, *iForgot* for the iPhone, iPad and iPod touch, reminds users what they left the room for.**

Ponte Vedra Beach, Florida, May, 17, 2012: NextCo, Inc., a provider of Apple iOS apps, today announced the immediate availability of their new app, *iForgot*, for the iPhone, iPad and iPod touch. Inspired by recent articles about how walking through doorways causes forgetting, NextCo, Inc. created the iOS app to help people remember what they are leaving the room for!

Has this happened to you—you leave the room to get or do something, only to forget what it was? Researchers call this the "doorway effect". Studies show the act of passing through a doorway causes a memory lapse. This is where *iForgot* comes in... *iForgot* provides a simple checklist of common items that the user 'checks' before they leave the room. Users 'check' the item(s) on their list and then uncheck them when they get to their destination and have actually have gotten or done what they set out to get or do!

*iForgot* has an easy interface with basic controls for rapid access. Users can add and save their own items to their list, and there is a simple reminder option that can be set.

NextCo has several more apps scheduled to be released in the Summer of 2012. Both *iForgot*, and their first app, TickerTalk, are available on iTunes for \$0.99. More information about the apps and NextCo, Inc. can be found on the company's website: <http://www.nextcoinc.com/>.



Find *iForgot* for \$0.99 on iTunes in the Productivity category, or at: <http://itunes.apple.com/us/app/iforgot/id509945362?ls=1&mt=8>