

For Immediate Release

## **iKnowBirdSongs App “Previewed” for Media**

**Flip Card Apps previews iKnowBirdSongs (Version 1), allowing birdwatchers a fast, effective way to identify 350+ N. American bird species by audio song. Users create customized bird lists, then learn via proven “active learning” techniques. Full launch on May 1, 2013.**

April 9, 2013. Manassas, VA. -- The makers of Flip Card Apps today announce the media preview of iKnowBirdSongs (Version 1), an app offering birders an easy-to-use, effective and enjoyable way to learn to identify the most common 350+ North American bird species by song.

### **How does iKnowBirdSongs work?**

Version 1 of iKBS covers all 350+ of the most common North American bird species as defined by world-renowned Cornell Laboratory of Ornithology (CLO). Individual bird songs have been provided by CLO's acclaimed Macaulay Library of Natural Sounds.

Users simply download the iKBS app (on iTunes for \$9.99), then begin creating their own customized list of the birds they seek to identify by song. The iKBS app creates bird lists for users by region and season. Experienced birders create their own customized list of preferred birds.

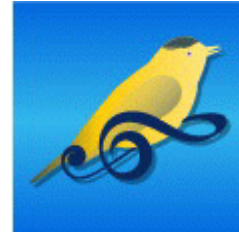
After creating their bird list, users begin learning in an easy, interactive way: identifying birds aurally using “flip-card” graphics which are shown at the user’s own pace, whenever and wherever they have time.

### **Why is iKnowBirdSongs more effective than existing bird song apps?**

Traditional birdsong apps show users a bird name, then play the corresponding bird song. Users are expected to eventually associate the bird name with the song – a passive learning method which is ineffective. Educators have long known that passively feeding answers to students is not efficient.

By contrast, iKBS uses active learning methods that engage users and quicken the learning process. Importantly, iKBS allows users to identify bird songs as they actually do in the field: by hearing a song before seeing the bird.

iKBS app users first hear the song, then actively try to identify the bird, and



finally use the app to confirm the species. In other words, iKBS works like an electronic flash or flip card. Flip cards are a time-honored “active learning” educational technique used to effectively commit information to memory.

### **Who are iKnowBirdSongs users?**

iKnowBirdSongs (version 1) has been created for anyone interested in quickly and efficiently identifying North American bird species by song. Users include bird watchers, biology students, educators, naturalists and travelers – anyone with an interest in knowing and appreciating the natural world more fully.

### **iKnowBirdSongs supports bird conservation**

15% of each sale of the iKBS.v1 app will go to the Cornell Laboratory of Ornithology to support their important work to support bird conservation.

### **User Testimonials**

*"I've been playing with the app and think it is great; an excellent way to train your birding ear!"*

-Mike Webster, Director  
Macaulay Library of Natural Sounds  
Cornell Laboratory of Ornithology

*"I think this is a very useful app and one that I will be using over the next weeks to get ready for the rapidly approaching spring season."*

-Bob Blakney,  
Audubon Society of Northern Virginia

*"I look forward to putting the program to use this spring."*

-Bryan Cloyed,  
Friends of Potomac River Refuges

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