

ashortwalk LAUNCH mobiletide® - AN INNOVATIVE NEW TIDE PREDICTION PROGRAM FOR MOBILE PHONES.

A Cornish product design company is hoping its new tide prediction program for mobile phones will be perfect for coast loving adrenaline junkies all over the world.

ashortwalk, best known for their wall-mounted tide clocks and coastal weather stations, have launched mobiletide - an innovative new tide prediction program for mobile phones.

"mobiletide is a simple to use one-off program designed for a mobile phone which can instantly calculate and display the state of tide at just about any location you choose. It can then predict tide times for any given minute, hour, day, month or even year, providing an instant and convenient access to tide times," said ashortwalk founder Dan Dicker. *"It's like having a huge global tide table book in your back pocket, but you don't have to buy a new one every year!"*

"Importantly because everything mobiletide needs to work is saved to your phone you don't need internet access or even mobile reception for it to work, ideal when your on a beach!: there's no hidden costs or subscriptions, just one easy download gives you instant access to tide times, any time, anywhere."

Available for a single, one-off download charge of just £5, mobiletide comes with a pre-loaded global database of locations. Users can also fully customise mobiletide by adding locations of their choice, then simply scroll between them, select and view the state of the tide instantly.

"Whether you're on surf safari in Hawaii or planning a weekend escape from the big smoke, mobiletide puts all the information you need in your back pocket." Says Dan. "mobiletide combines the simplicity of a tide clock with the everyday accessibility of a mobile phone"

Like a tide clock, mobiletide is aligned to the moon's daily cycle. Tide times are calculated by synchronising your phone's date and time settings with the tidal cycle of each stored location. Varying neap and spring tidal heights are indicated via a built in moon phase indicator. mobiletide even automatically adjusts for BST/daylight saving.

The mobiletide website, www.mobiletide.co.uk, features a completely interactive demo version of the program, as well as a host of information about how mobiletide works, a list of compatible handsets and a simple step by step guide on how to download and purchase. Most mobile phones under 3 years old will be compatible.

*mobiletide costs £5.00 direct from www.mobiletide.co.uk or by texting **tide** to **60030**.

ENDS

Media downloads.

High resolutions images, FAQ's, product information and a full working version of mobiletide can be accessed on our media page [here](#).

A free 'media' version of mobiletide can be sent to your mobile phone by emailing dan@ashortwalk.com.

Media contact:

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Media Release

ashortwalk
mobiletide®

Notes For Editors.

ashortwalk is an innovative product design company started in 2003 by Dan Dicker. Dan left his previous job as a product designer/inventor at Dyson and moved to Cornwall in order to realise a long-held desire: to set up a business, and live, ashortwalk from the beach.

Their first product range, a range of wall-mounted tide clocks and coastal weather stations, has been a runaway success with sales in excess of 20,000, with distributors across the globe. Building on the popularity of their tide clocks, ashortwalk have recently launched mobiletide, a new tide prediction program for mobile phones.

All products are an example of the ashortwalk ethos: that good design goes beyond purely aesthetic appeal to create products that have an inherent functional benefit for people.

Media contact:

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