

Susan Miller's AstrologyZone Mobile Application Now Available for iOS Devices

Developed by Phunware, new iOS application upgrades to subscription model, includes full iOS7 support

Austin, TX – November 19, 2013 – Mobile cloud provider [Phunware](#) has been instrumental in helping launch Susan Miller's new Susan Miller AstrologyZone Daily Horoscope FREE application. Susan Miller is an internationally known and accredited astrologer, columnist and founder of the website AstrologyZone.com. To power her mobile applications, Miller turned to Phunware's Mobile as a Service (MaaS) platform, designed to let brands engage, manage and monetize users, in order to provide her followers with a robust and engaging mobile experience.

Since the debut of Susan Miller's mobile presence on iOS devices, she has maintained the top position in the 'Top Grossing' Lifestyle Applications. She also consistently ranks high in the Google Play store.

Designed and developed by Phunware, the application provides consumers with their daily horoscope, text message alerts and various other tools to help in every aspect of a person's life. The free version includes the AstrologyZone Daily Horoscope, access to columns from AstrologyZone.com and Susan Miller's @astrologyzone Twitter feed.

For consumers interested in more in-depth information, the in-application subscription option to the Susan Miller AstrologyZone Daily PLUS application provides access to premium content. Features in this version include a more detailed daily forecast, important dates to watch in coming weeks and tools to learn about astrology. In addition, the personality section, which aligns a person's sign to specific aspects in his or her life, includes vacation tips, stress tips, an AstroCar Style guide and advice on fitness routines that align with a specific sign.

"As the population shifted to a more mobile lifestyle, there was a need to engage with my followers on the new devices and platforms being used. My fans are mobile, social and interactive – I needed to be the same. This meant I needed a mobile partner that was knowledge and reliable," said Miller. "Phunware was the ideal partner, as the company's platform and expertise was exactly what I needed to spearhead my mobile presence."

The AstrologyZone application leverages several of Phunware's 12 modules, which provide any brand with everything it needs to succeed on mobile. These modules include Analytics & Business Intelligence, CME (Content Management Engine) and Alerts & Notifications.

“For our customers, a mobile presence is a crucial way to engage with their consumers and monetize their intellectual property. In Susan Miller’s case, her astrological insights are her most prized content and she needed a way to share this information while ensuring that her fans receive the best possible user experience,” said Alan S. Knitowski, CEO at Phunware. “The Phunware mobile cloud platform ensures that the experience that her fans have with her mobile application keeps them coming back on a daily basis. The recurring engagement and daily application use is the best proof point as why the application saw such a huge spike in gross revenue on our MaaS platform.”

Phunware’s Mobile as a Service (MaaS) platform empowers brands to easily deploy integrated, application-specific components, including advertising, content management, alerts and notifications, location-based services, loyalty and rewards and analytics and business intelligence. For more information, visit <http://www.phunware.com>.

Supporting information:

- The new application replaces the old Astrology Zone Premier application.
- Users seeking to download the application can search by ‘AstrologyZone’ in the iTunes store.
- The annual subscription for the Susan Miller AstrologyZone Daily PLUS application is \$50.

About Phunware

Phunware is the global pioneer of Mobile as a Service (MaaS) -- the only fully integrated services platform that enables brands to engage, manage and monetize users on mobile. Phunware has introduced category-defining experiences that have challenged the outer limits of the most advanced mobile devices for the world's most respected brands. Phunware is headquartered in Austin, TX, with offices in Santa Ana, CA, Irvine, CA, San Diego, CA, and Rockville, MD.

For more information, visit Phunware at www.phunware.com or follow us on Twitter at @Phunware.

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