

## Swingmail and Swingbook now available in the UK on the Apple App Store

TOKYO. Swingmail, the mobile app dedicated to only deliver important mail and social media messages, and Swingbook, the mobile app that provides you with a smarter contact list, are now available in the UK on the Apple App Store. Swingmail is an iOS 8 ready app.

*Swingmail* is a minimalistic inbox and reply-only app that helps reduce information overload and clutter. The app aggregates messages from Gmail, Facebook, Twitter, and calls from phone and FaceTime, so that you have everything in one inbox. Swingmail will filter out junk, spam, and messages that don't require your immediate attention, so that you can stay focused and only receive messages from people that are important to you.

*Swingbook* is a prioritizing contact list. Based on past messaging patterns, current time and location, Swingbook learns, predicts and suggests the most likely contacts who you would want to get in touch with at any given moment. Swingbook is also seamlessly integrated with the Swingmail inbox.

"We design apps to help people deal with information overload. Our aim is to reconstruct the social landscape of smartphone communication by focusing only on connecting with important contacts. We achieve this by redefining and reorganizing bloated contact lists, email inboxes and messenger apps to small, manageable, and practical communication groups. Our approach is to provide only relevant information at any given time, place and everyday life situations", says the BHI team.

Swingmail and Swingbook become available this week on Apple App Store in the UK. Other information-simplifying apps are under development from the BHI team, launching later this fall.

To download Swingmail, visit: <http://appstore.com/swingmail>

To download Swingbook, visit: <http://appstore.com/swingbook>

###

For more information, visit <http://swingmail.co> or contact:

Emelie Fågelstedt, PR contact, [emelie@swingmail.co](mailto:emelie@swingmail.co)

Jun Inoue, CMO, [jun@swingmail.co](mailto:jun@swingmail.co)

### About BHI Inc.

Founded in Tokyo in March 2013, BHI Inc. develops iPhone apps that help people manage information overload. *Swingmail* is a minimalistic inbox that receives only important email and messages and *Swingbook* is a dynamic contact list with inbox for your iPhone. The apps are currently available on the Apple App Store in the UK, Australia, Denmark, Finland, New Zealand, Norway and Sweden.

### About this project

Swingmail and Swingbook are two of the core apps of our project that aims to suggest an alternative lifestyle amid accelerating information overload, fragmentation, and clutter. In an age where "efficiency" is defined as doing more in a limited time, this project designs efficiency experiences around simply "doing less". "Efficiency" is defined in terms of "less", not "more", because at the end of the day humans can only do so much in a lifetime.

