# Swingnow

## Swingnow apps now available in the US on the Apple App Store

**TOKYO. Swingmail, Swingbook, and Swingcal, the apps designed to help people manage information overload on mobile, are now launching in the US on the Apple App Store. Swingmail, the minimalistic inbox that receives only important email and messages, Swingbook, the dynamic contact list, and Swingcal, the calendar focusing on the "who", work together to help people stay focused.**

*Swingmail* is a minimalistic inbox and reply-only app that helps reduce information overload and clutter. The app aggregates messages from Gmail, Facebook and Twitter, and calls from phone and FaceTime, so that everything is collected in one inbox. Swingmail will filter out junk, spam, and messages that don't require a user's immediate attention, to only delivery messages from important contacts. Swingmail is an iOS 8 ready app.

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

*Swingcal* is a minimalistic calendar app that revolves around contacts. The app focuses on the agendas that a user has with someone up to a week in the future. The app can also be used to send a messages and make calls.

"We design apps to help people deal with information overload. Our aim with the Swingnow project is to reconstruct the social landscape of smartphone communication by focusing only on connecting with important contacts. By aggregating and filtering contacts and messages, and by learning past communication histories, future schedule and current location, relevant information will be reflected on to the inbox and contact list. 'Less is more'. Our approach is to provide only relevant information at any given time, place and everyday life situation", says the BHI team.

To download Swingmail, visit: http://appstore.com/swingmail
To download Swingbook, visit: http://appstore.com/swingbook
To download Swingcal, visit: http://appstore.com/swingcal

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**For more information, visit http://swingnow.co or contact:**
Emelie Fågelstedt, PR contact, emelie@swingmail.co
Jun Inoue, CMO, 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, *Swingbook* is a dynamic contact list with inbox for iPhone, and *Swingcal* is a calendar focusing on the who. The apps are currently available on the Apple App Store in USA, the UK, Ireland, Australia, New Zealand, Denmark, Finland, Iceland, Norway and Sweden.

**About the Swingnow project**
The Swingnow project 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.

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