

October 16th, 2008



## enabled's Newton's Cradle reaches Half a Million downloads

Firstly, we want to say thank you to everyone who has downloaded our App. We are overwhelmed by the support shown by so many iPhone and iPod Touch users - and didn't expect so many people from all over the world to embrace this simple idea.

The good news is we've been listening to users feedback and the new update (currently in review) has a lot of what people asked for:

- Multi-touch support  
Now you can pick up more than one of the balls and crash them together from both ends (if you don't suffer from "fat-finger-itus" try one ball per finger)
- Better performance  
Now with 135% less "clunky"
- Better graphics  
The balls now rotate as they swing and I'm assured there are better strings... somehow.
- And a small, skipable ad for our new App, the Amazing Liquid Pack  
Just keeping the honesty high and the surprises low. Think of it as the price of admission - even though Cradle is free.

Newton's Cradle continues to hang in the top 50 in the UK, top 100 in Australia and has only recently slipped from the top 100 in the US - but is still getting some generous downloads each day (in the thousands).

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