



# Cluebucket Software

## Cluebucket Software Recipient of OakGovChallenge Prize

### *Augmented Reality Street Data View Selected As A Contest Winner*

Bloomfield, MI – October 7, 2010 – Cluebucket Software's *Augmented Reality Street Data View* iPhone app was announced as a winner in the OakGovChallenge – a mobile application development contest sponsored by Oakland County and AT&T.

*Augmented Reality Street Data View* was among several submissions judged by Phil Bertolini (CIO & Deputy County Executive), Matt Roush (WWJ, Great Lakes IT Report) and Roger Blake (AT&T Regional Vice President). Software developers were challenged to “develop innovative and creative web-based or mobile applications that enhance government services for citizens”.

Tom Hoag, owner of Cluebucket Software, was awarded the prize by Oakland County Executive L. Brooks Patterson at a press conference held this morning. “I am excited to have been selected as a winner in the OakGovChallenge and grateful that the judges acknowledged the concept and implementation of the application.” said Hoag.

#### *About Augmented Reality Street Data View*

Using an iPhone and the *Augmented Reality Street Data View* app, citizens can view county provided information about properties, parks, etc. on traditional street maps. Additional information about each point of interest (e.g. driving directions, phone number, etc.) is available by tapping the location's marker on the map. Also, using the iPhone's compass, GPS and camera, the app provides an 'augmented reality' view of the location: when the user views a point of interest through the app's camera view, the app overlays pertinent information about the location being viewed. For example, the user can retrieve and view property value information about a house simply by viewing it through the app's camera view.

#### *About Cluebucket Software*

Cluebucket Software is a Michigan based software development company delivering mobile applications specifically targeting the innovative features of iPhone, iPod Touch and iPad. Cluebucket Software strives to create elegant, intuitive applications that will engage and delight users of all ages. By working with a team of enormously talented and experienced graphic designers, marketers, application developers, localization experts, QA testers and documentation writers, Cluebucket Software creates some of the highest quality apps on the market.

If you would like further information on Cluebucket Software please contact:

Tom Hoag, Founder, Cluebucket Software

Phone: 248.633.5241

Email: [tom@cluebucket.com](mailto:tom@cluebucket.com)

Additional information about the OakGovChallenge can be found at <http://OakGovChallenge.com>