



## FOR IMMEDIATE RELEASE

# The Pittsburgh Technology Council Partners with TrueFit to Launch TEQ iPhone and iPad App

*Provides handheld access to award-winning TEQ newsmagazine, blogs and RSS feeds*

PITTSBURGH, May 19, 2011— The Pittsburgh Technology Council (PTC), the nation's largest regional IT trade association with nearly 1,400 members, today announced the launch of the TEQ/Media App for iPhone and iPad.

PTC partnered with member company, TrueFit, a leading innovation firm which helps entrepreneurs and companies bring new product ideas to market, to design and develop an iPhone and iPad app connecting users with various PTC-related media channels, including the organization's award-winning TEQ newsmagazine, PTC blogs, and RSS feeds.

The TEQ/Media app hosts the current issue of TEQ along with the past year's back issues. Each issue can be searched with page navigation and links from the table of contents. All web addresses and e-mail have been hotlinked for readers to gain more insight into TEQ's subject matter. The app also allows users access to the PTC's Techburgher, Originate and Art + Tech blogs.

"We are really excited to partner with a member company like TrueFit, who is at the absolute leading-edge of iPad and iPhone app development," remarked Jonathan Kersting, Director of Visibility Initiatives at the PTC and Associate Publisher of TEQ. "TrueFit really hit it out of the park, bringing the pages of TEQ to life in the digital world, while also combining it with our other media channels. We chose TrueFit based on their impressive track-record with mobile/web/social apps and commercial software, in general."

Commenting on the launch, Christopher R. Evans, TrueFit's Director of Sales and Marketing noted, "We were pleased to partner with the PTC to build an app which keeps users abreast of developments and trends in the region's high-tech sector. Our affiliation with PTC has been long-standing and rewarding. Helping the member community access this important information easily and quickly provides a great user experience. We're now planning future multi-phase releases, including a podcast library of PTC's TechVibe Radio Show which starts airing on FM NewsTalk 104.7 on June 11<sup>th</sup>."

The TEQ/Media App is available as a free download in the Apple App Store, which can be found by searching "PTC", or by clicking here: <http://itunes.apple.com/us/app/ptc/id435155980?mt=8&ls=1>.

## About the Pittsburgh Technology Council

Since 1983, the Pittsburgh Technology Council ([www.pghitech.org](http://www.pghitech.org)) has been the principal point of connection for companies from four primary clusters of the technology industry that are represented by a critical mass of businesses in southwestern Pennsylvania including, the Advanced Manufacturing / Materials, Green Technology, Information Technology and Life Sciences sectors. The Pittsburgh Technology Council has helped our region's technology companies succeed through a proven platform of [Business Development](#), [Talent Retention](#), [Government Relations](#) and [Visibility Services](#).

## About TrueFit

Enabling Innovation™. It's what we do. For the entrepreneur, and for the enterprise. Helping entrepreneurs, companies, and organizations bring new ideas to market--quickly. From the raw idea on the back of a cocktail napkin, to an enterprise-level release ready for development, Smartphone, Web, Social Media and Commercial Software apps come to life through our proprietary Idea Launch™ methodology. Dialing up the value of your idea to get investment funding, or to gain executive approval.

Most importantly, enhancing the customer experience for your target audience. Idea Launch™ scales from meeting the needs of entrepreneurial start-ups to enterprise-level clients seeking to be more entrepreneurial, and is backed by the region's deepest development talent in emerging technologies and business impact analysis. TrueFit helps you take a product idea from vision to reality. From the whiteboard to the marketplace.

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