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Contact: Tim Higginson
(847) 962-1623
info@yuvee.com

Yuvee, Inc. announces the issuance of US Patent 7,509,152 B2 for a “Mast-Based Detachable Controller Device” offering a new level of joystick user interface control and design for mobile devices.

Highland Park, Illinois. April 20, 2009.

Yuvee announced that it received US Patent 7,509,152 B2 for a “mast-based detachable controller device.” This technology covered by this patent enables a new level of joystick and mouse user interface control for mobile devices.

Users of applications - such as games – on mobile devices are faced with a complex set of user interface controls. Some devices have the user rotate the entire device around various axes to direct motion in the game. Other devices use a combination of direction pads (d-pads) and softkeys. Other devices use touchscreens. Some devices offer a mix of all or some of these.

Our technology offers a way to simplify the user controls for a variety of mobile applications using a simple but powerful detachable joystick. It also offers the ability to have content/media/apps pre-loaded on it, so the joystick control surfaces are optimized from the start for the context and so that the user does not have to download and install the app/content/media, which, for large app files can be prohibitive on mobile systems. For instance, large apps on Apple’s store for the iPhone recommend that the user download the app to their PC/laptop first, and then sync to the iPhone.

Tim Higginson, founder of Yuvee, says: “As mobile apps and the mobile Internet become the key to the user mobile experience, mobile devices will need to address the issue of enabling both users and app developers to provide easy entry of a sophisticated suite of commands. Our mast-based detachable joystick controller provides a new and exciting way to substantially increase the user experience, adding an entirely new dimension of interest and fun.”

More Information: For more press information, please contact us

Availability: Now. We are looking for partners to launch the mobile, detachable joystick on mobile devices.

About Yuvee, Inc.: Yuvee is an emerging technology company specializing in making technology fast and easy for everyone through advanced user interface and related device designs. The company holds US and international patents. Yuvee and NeoKeys are trademarks of Yuvee, Inc.

Company Address: Yuvee, Inc., 490 Hazel Ave., Highland Park, IL 60035 USA
www.neokeyslauncher.com, www.yuvee.com, www.neokeys.com