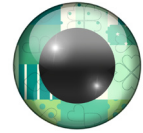


FOR IMMEDIATE RELEASE:

Eyeful Inspiration Cards



Lumumma infodesign announces the iOS app that makes it easier to focus on what you want!

What do you want more of in your life? Whatever it is, your ability to appreciate what you already have and experience is the key that will unlock the door to your desires. With Eyeful Inspiration Cards for iPhone you can train your ability to focus on the bright side of life.

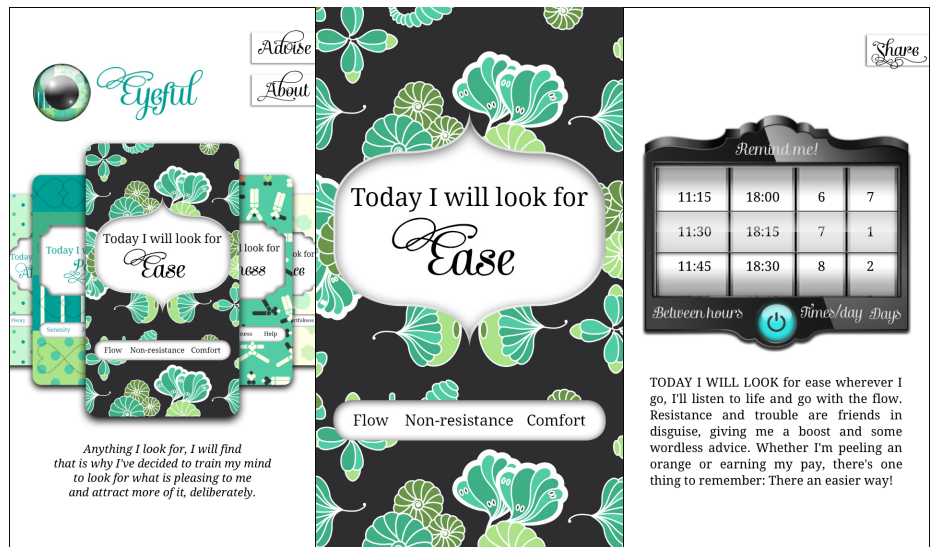
SKILLINGARYD, SWEDEN - SEPTEMBER 30, 2013. Eyeful Inspiration Cards is an app with a deck of 26 colorfully patterned cards. Love, ease, opportunities, kindness, beauty and well-being are some of the subjects on the cards. On the backside of each card you will find a short introductory text that will make it easier for you to begin focusing on what you want. You can save, print (low-res), share via email or post your focus card on social media directly through the app. On the backside of each card you also have the opportunity to schedule reminders that will make it easier to maintain a continuous positive focus throughout your day.

“We were all born with the ability to focus, but we can improve the ability consciously and which leads to more frequent positive experiences,” explains the Swedish app creator, Anna Sköld. “As with physical training, regular mental training results in long lasting and beneficial effects. The more “fit” you are mentally the easier it is to regain focus,” says Anna.

Research shows that strong positive feelings like love and appreciation boost energy, cognitive abilities and the immune system. Although negative impressions clarify for us what we don't want, Anna emphasizes the importance of shifting focus from unwanted to wanted:

“We encourage people to focus more on what they want than on what they don't want. If you are looking for things to complain about or thinking about what that troubles you, you will find

an abundance of it. It is easier to feel good and experience well-being when paying attention to all that is going well. And you will find that there is an abundance of positive things happening all the time if you choose to look for them,” says Anna.



Lumumma infodesign previously released Thoughtful app, for iPhone. Eyeful Inspiration Cards is available for iPhone and is launched globally on the App Store on 1 Oktober. The app is available in English and Swedish and costs USD 1.99 in the US (priced accordingly in other regions).

For more information about Eyeful Inspiration Cards or to book an interview, please contact:

Anna Sköld, Lumumma Infodesign
Website: www.lumumma.se, www.eyeful-app.com
E-mail: anna.skold@lumumma.se
Twitter: @Lumummainfo

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