



Howcast Launches First How-To Video App for iPad

Free mobile app makes it easier to learn how to do almost anything -- from anywhere

New York, NY ([PRWEB](#)) June 9, 2010 -- [Howcast](#) today announced that [Howcast for iPad](#), its latest how-to video mobile app, is now available in the [iTunes App Store](#). Seamlessly integrating video and text content, Howcast for iPad provides an innovative, powerful way to experience how-to information.

Need to check a recipe in the kitchen? Change your oil on the road? Tie a bow tie in a hotel room? Or maybe you just want to be entertained and learn something new? With the Howcast for iPad app, now you can find just about anything you want to know how to do -- wherever you are.

Since it hit the App Store on Monday, the Howcast for iPad app has already climbed the charts, hitting the top 100 free apps and #4 in the free Lifestyle category. The launch of Howcast for iPad follows the huge success of Howcast's three mobile apps for iPhone, Android, and BlackBerry devices, which are approaching two million total downloads. Howcast for iPad successfully blends Howcast's video player -- designed especially for step-by-step how-to videos -- with the iPad's touchscreen gestures and large, high-resolution display.

Howcast for iPad features:

- * More viewing options
 - o Watch videos on the full screen, or use Guide mode, which features a full-screen text view and embedded step-by-step video player.
 - o Swipe the screen while watching the video in full-screen mode to skip to the next step.
 - o Use the sidebar menu to access additional features, such as adding a video to your Likes, sharing it with others, adjusting text size, and browsing related videos.
- * The best viewing experience for your device
 - o Video playback adjusts based on the speed of your connection. If you're on Wi-Fi, you'll get a higher-quality video stream.
 - o Video player automatically switches between portrait and landscape views depending on the iPads physical orientation.
- * Discover, browse, find, and navigate new and favorite videos
 - o Visit the thumbnail grid on the home screen to explore a selection of featured videos by touching and swiping the screen.
 - o View featured videos and playlists, browse new videos, and watch videos you've previously watched and liked.
 - o Browse categories and sort by most liked, most viewed, and most popular videos.
 - o Find topics and titles with the search bar, featured on the home screen.

"At Howcast, we believe in creating the best how-to videos, and also giving users the most robust viewing experience across many platforms," said Sanjay Raman, Cofounder and Chief Product Officer of Howcast Media. "With Howcast's new iPad app, we really wanted to show off our incredible library of how-to videos and give users a new way to interact with instructional content. We think we've created the future of instructional manuals while simultaneously pushing the envelope for mobile-video apps."

To read more about Howcast for iPad, visit: howcast.com/ipad or download from the [App Store](#).



About Howcast Media

Howcast empowers people with engaging, useful how-to information wherever, whenever they need to know how. From How to Paint a Wall and How to Build a Snow Cave to How to Smart Mob, Howcast streams tens of millions of videos every month across its multi-platform distribution network. Approaching two million mobile app downloads across iPhone, Android, and BlackBerry phones, Howcast is the #1 instructional content mobile application in the world. Howcast also offers an array of [custom video solutions](#) for content providers, site publishers, and marketers. Launched in 2008, Howcast is led by a senior management team with strong backgrounds in traditional and new media as well as technology, with offices in San Francisco and New York. To learn more, visit howcast.com, and keep up with us on Twitter, Facebook, and our blog.

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