

Appweavers, Inc. Outdoor Apps for a Mobile Lifestyle

Name of app(s)

Peterson Birds of North America
Peterson Feeder Birds of North America

Company

Appweavers, Inc.

URL

<http://petersonguides.com>

Price

Peterson Birds of North America - \$14.99
Peterson Feeder Birds of North America - Free

Platforms

Apple iOS only

Description

Peterson Birds of North America

The Peterson Field Guide to Birds of North America is arguably the most recognized birding field guide in the US. The Peterson Birds of North America app is a faithful adaptation of the classic guide for Apple iOS devices, and includes information from 7 other Peterson Field Guide series books. The app features the unique Peterson Identification System, developed by Roger Tory Peterson to aid accurate species identification, and includes multiple illustrations of similar birds on one screen, for fast comparison.

In addition to detailed information on over 800 North American birds, the app provides:

- Range maps
- Nest photos
- Bird calls and songs
- Multiple life lists
- Import and export lists of birds
- Record sightings

Add photos from device photo albums
Unique Quick Find index
Alphabetic and taxonomic indexes
Sophisticated parameter-based search.

Users can customize the Peterson Birds app interface to suit their needs, including left-handed and right-handed navigation, repositioning of the home screen icons, and a sophisticated listing feature.

Peterson Feeder Birds of North America

Peterson Feeder Birds of North America offers a subset of the species in the Peterson Birds of North America, and focuses on birds attracted to backyard feeders. Like Peterson Birds of North America app, Peterson Feeder Birds includes information from the Peterson Field Guide to Birds of North American and 7 other Peterson Field Guide series books. The app includes the unique Peterson Identification System, developed by Roger Tory Peterson to aid accurate species identification, and offers multiple illustrations of similar birds on one screen, for fast comparison.

In addition to detailed information on over 160 North American backyard birds, the app provides:

Range maps
Nest photos
Bird calls and songs
Multiple life lists
Import and export lists of birds
Record sightings
Add photos from device photo albums
Unique Quick Find index
Alphabetic and taxonomic indexes
Sophisticated parameter-based search.

Users can customize Peterson Feeder Birds in the same way they can customize the Peterson Birds app. In addition, searches and lists can be saved as icons on the home screen and text can be added to species in a list.

Recent updates

Peterson Birds of North America

- Users can create and share lists of birds through email. When a user receives a list, tapping on the list in email automatically imports the list to the app. This is a great way to provide a group of birders with a common list of birds they may see on a hike, or share a list of birds found in your neighborhood with friends.
- Users can add photos from the photo albums stored on their Apple device to the app. This is a nice way to show friends your photos in context, or simply save your best photos for easy reference.

- Users can save searches and lists as icons on the home screen for fast access. For example, a user who shares their Apple device with a young birder can encourage their interest by creating a list of birds common to their neighborhood and store it as an icon on the home screen.
- Users can add their own commentary to species in a list. For example, if making a list of birds likely to be seen at a local hot spot, a user can add additional information about where to look for a particular species, and then distribution the list among fellow birders.

Peterson Feeder Birds of North America

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Key Features

Peterson Birds of North America and Peterson Feeder Birds of North America

- Illustrations by Roger Tory Peterson, the father of birding in the US
- Zoom in to see detail in illustrations
- Intuitive user interface, based on the organization of the Peterson Field Guide to Birds of North America. This provides exceptionally fast access to candidate birds when trying to make an identification.
- Peterson Identification System, uses a series of arrows to highlight field marks that differentiate similar birds. The ID system can be toggled on and off so users can see the illustrations without distraction.
- Powerful list creation capabilities
- Share lists through automated import and export. Provides a great way to share information with other birders
- Comprehensive additional information on molt, hawks, hummingbirds and warblers, and nests
- Search by state/month uses Cornell's ebird data to only return most commonly seen birds

Uniqueness/Distinctiveness on the market

Peterson Birds of North America and Peterson Feeder Birds of North America are unique in their ability to guide users through the process of making a positive bird identification by side-by-side comparison of similar species visually, by song, and by geography.

Peterson Birds of North America is unique in offering an unabridged adaptation of the classic Peterson Field Guide to Birds of North America and Roger Tory Peterson's inimitable illustrations.

Peterson Birds of North America and Peterson Feeder Birds of North America are unique in the way they display information about similar looking birds on one screen. From a single screen users can compare bird illustrations, bird songs, and range maps to quickly narrow down candidate birds and arrive at a positive identification.

Both Peterson apps run on the iPhone, iPod touch, and iPad with individual user interfaces tailored to the screen size of whichever device is running the app. No other bird guide app offers this.

Peterson Birds of North America provides unmatched levels of detailed information for hawks, hummingbirds, and warblers and offers the full text of Steve Howell's book the Peterson Reference Guide to Molt in North American Birds.

Both Peterson apps are unique in their ability to share lists of birds between users.

The Quick Find index provides one-touch access to bird groups - for example, woodpeckers or warblers - without requiring the user to type information using the device's keyboard.

Awards

January 2012, Peterson Birds of North America wins 148Apps.com 2011 Best App Ever Award in Outdoors Apps category.