

# Press Release

## Paul Cooper launches a GPS alarm application for iPhone

12th March 2011

Software developer Paul Cooper has today released version 1.4 of his GPS Alarm application “Last Stop” for iPhone.

“I decided to build Last Stop when I missed my train stop one evening after work, shortly after getting off the train I was fined. If there was anything I could do to prevent the same thing happening again I decided it was worth doing.”

Last Stop was built to take advantage of the iPhone’s multitasking capabilities; it tracks a users current position using GPS and other technologies. When the user becomes in range of a particular location the application will notify them with an alarm and/or vibration.

“I’m targeting commuters like me who often work long hours and finish late, it’s very easy particularly in the winter to fall asleep on the train/bus.”

Since it’s release in November 2010, Last Stop has averaged a 5\* rating on the AppStore and has been downloaded in over 12 countries including the United States, Italy and Sweden. Analytics reports show that 40% of its users use the application daily.

“I’m really happy with how my application has been received by my friends and family; and plan to release lots of regular updates, I’m always getting suggestions for new features/enhancements”

Application URL: <http://itunes.apple.com/us/app/last-stop/id405150245?mt=8>

Website: <http://paulcooper.me/last-stop>

Press Pack: <http://paulcooper.me/wp-content/uploads/2011/02/Press-Pack.zip>