



* f o r y o u r e y e s o n l y *

The Official iKamasutra *Positioning* Guide for the Press



It's the most user-friendly app out there. Really friendly.

You're in the press and your job means you get to research amazing apps. Consider this your lucky day because the research you're about to do is the most pleasurable you've ever been assigned.

In this press kit for iKamasutra:

Opening Stretch: iKamasutra for the uninitiated

Position 1: What's new in iKamasutra 3.3?

Position 2: The sexiest feature list in the App Store

Position 3: Quick and dirty iKamasutra facts

Position 4: Extended pleasure Q&A

New to iKamasutra? Request a promo code: naim@ikamasutra.com
Download screenshots at: ikamasutra.com/screenshots.zip





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Opening Stretch: iKamasutra for the uninitiated

iKamasutra brings thousands of years of Kama Sutra experimentation into one incredibly fun and sensual app. This is not simply the book of Kama Sutra ported to the phone, it is an exciting app that lets you learn over one hundred sexual positions in 9 categories, featuring easy-to-follow explanations that have been written exclusively for iKamasutra and not available anywhere else. Each position is tastefully drawn and lovingly explained on an animated scroll. Enjoy tracking your progress from **Novice** to **Kama Sutra Grand Master** using the world's ultimate guide to sex.

iKamasutra app by the numbers

- Over 20,000,000 users (all versions)
- Available in over 120 countries and 9 languages
- 230 total positions available—and counting!
- Over 3 billion positions displayed
- 4.5 average rating in the App Store
- Current version: 3.3

DID YOU KNOW...? iKamasutra is the most highly recommended app of its kind.

User reviews:

*Great app if you want some inspiration for something different! The illustrations are fun, the music is good, and you can finally justify your purchase of the iPad as "something for the both of us"... - **Guy Dayen (iPad version)***

*After recently having twins added on to our family me and my husband are too tired to even think about trying something new, but this app makes it fun and easy!!!! No thinking involved! Def spiced up our sex life even through all the chaos! LOVE IT!!! - **Glossy87 (iPhone version)***

*Me and my hubby both got it. Gives us new things to try and we can compare notes or send each other a position to try for the night. - **Crystral (Android version)***

*My boyfriend and I are in our early 20's, and we are both very new to sex. This app is amazing. The search options and categorizations are very handy, and will help you find something for any mood and any couple. In addition, the illustrations are clear and the descriptions and instructions are very helpful. I also like the option to star certain positions or search by what you have or haven't tried. - **VvvvPpp (iPhone version)***

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*It's funny how often I can't find my phone only to hear the app's music coming from my girlfriend's lap. Great app lots of fun. Lol couldn't believe u added Facebook connectivity. Priceless. - **BigPigglyWiggly (Windows Phone 7 version)***

We couldn't possibly show you all our great reviews. Check out the app store on any device and search for iKamasutra. And when you're ready to give your partner a rest and write your own review, contact Naim Cesur naim@ikamasutra.com for an interview or to answer your most intimate questions about iKamasutra.

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Position 1: What's new in iKamasutra 5.0?

- **Ideas.** Easy and fun date ideas and surprises for every couple's love life.
- **Notes.** Add your own personal notes to each position! It's a great way to include reminders for next time.
- **Landscape Slideshows.** Rotate your iPhone to landscape for a full-screen slideshow.
- **Detailed progress.** Tracking your progress by position category is back! See the categories you are most experienced in and where you need to study a bit more!
- **Sharing is merrier.** With the returning progress screen you can now once again share your progress in full detail. You can also share positions by email, Facebook, or Twitter.
- **64-bit support.** Blazingly fast 64-bit support for Apple's latest iOS devices.
- Various bug fixes, spelling corrections, a fabulous new icon and other tweaks.

Is this your first time using iKamasutra 3.x? Version 3 brought you an iOS7 re-design, iPad support in the same app, and 65 achievements to conquer.

Position 2: The sexiest feature list in the App Store

Features that make her go "Oooh!"

- **Shake it like you mean it**
Ask your partner to shake the iPhone to choose a random new position.
- **Email is now foreplay**
Email, Facebook or Tweet positions to your partner any time of day, right from your phone.
- **Today is always special**





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Try out Today's Position to motivate you and your partner, or sort by Movie to relive famous scenes.

Features that make him go "Ahhh!"

- Users track their progress from Novice to Grand Master by marking positions they've tried. They can even share their positions, prowess and progress on Twitter, Facebook or more privately through email.
- We've organized sexcapades into 9 categories—everything from Cowgirl to Exotic.
- The Places challenge keeps track of *where* you make love, not just how.
- You can search intelligently for the perfect position based on Intimacy, Complexity & Strength levels, or grab positions from famous Movies.
- Create Favorite and To Do lists for positions.
- Mood music: users love the soothing sitar!
- Password-protection maintains user privacy.
- iKamasutra speaks all these tongues: English, French, Spanish, Portuguese, Italian, German, Russian, Korean and Japanese.

Still not sexy enough for you?

Our Love Store includes additional positions and sensual add-ons. Check it out!

Position 3: Quick and dirty iKamasutra facts

- We have over 20 million users worldwide and have displayed over 2 billion positions.
- iKamasutra comes in versions specifically designed for iPhone, iPad, Android and Windows Phone devices.
- Over 4 million positions have been shared by email. That's a lot of foreplay!

How are people using iKamasutra?

- Shaking the iPhone to select a random Untried position.
- Saving positions to the To Do list, then shaking the phone for a random To Do position.
- Motivating and inspiring themselves to enjoy stimulating and ever more challenging positions.

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- Checking out Today's Position or sorting by Movie to jumpstart the day's lovemaking.
- Getting things right faster and moving into new positions more successfully.
- As a fun way to talk about sex in private or with friends.

Position 4: Extended pleasure Q&A

How did you get the idea for iKamasutra?

In the summer of 2008, I was still in college and it hit me that most people have a very limited repertoire of sexual positions that they actually use. Ask anyone in a long-term relationship and they usually have a hard time remembering more than 10–20 positions they have experimented with, often barely 5 or 6. I decided then to create a modern and interactive refresh of the Kama Sutra that could inspire couples to try out new positions. After my original inspiration, so many more ideas came to me about how this could be done with a cool and creative app. Above all, I wanted to use this app myself! ☺

What has surprised you most about the reaction to iKamasutra?

It really feels as though we are spreading love across the whole world. We receive tons of mail every day from people of all ages (up to 60+) who describe how iKamasutra has helped them, from young couples thanking us for the new and exciting positions they have learned, to older couples describing how the app has brought the spark back into the bedroom after too many years.

Where does that awesome sitar music come from?

Lots of people write to ask me about the artist or how they can get more similar music. Honestly, there is no famous sitar band behind the track and it was produced in house specifically for the app. We recently added many more sounds to the interface just to give users pleasant feedback as they navigated through all the features. Just tapping on a glass surface somehow isn't that satisfying, even if there is a beautiful body displayed below it!

What information do you know about your users?

We do not record any identifying information about users, but we do know some remarkable aggregate information. For instance, there are over 20 million iKamasutra users worldwide and they have collectively viewed over 3 billion positions. That's what we call a happy user base!





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Do you use the application yourself? Any tips?

Of course! How else could I make it so user friendly? 😊 If I were to give just one tip it would be the following: Don't mark positions as Tried before you have showed them to your partner. It's much better to do it together to avoid a lot of questions.

Any plans for future apps?

There is nothing we can talk about publically at the moment, but we are excited about several “invigorating” updates already planned for iKamasutra. Follow us on [Twitter](#) and [Facebook](#) for the latest.

