

Signal Patterns Brings its Personality Application to the iPhone

The mobile Personality app gives people a more versatile way to access, learn, share and compare personality traits and characteristics with family and friends on the go

Pleasantville, NY – February 19, 2009 – Signal Patterns, developers of [psychology](#)-based [social Web applications](#), today announced the public release of the *Personality* iPhone application. Available now at the [App Store](#) for the iPhone and iPod Touch, *Personality* is the most comprehensive and scientifically valid mobile personality application.

"With the introduction of the *Personality* iPhone app, we're providing a more versatile way to discover, learn and share one's [personality traits](#)," said Ran Zilca, CEO and co-founder of Signal Patterns. "What's unique about our applications is that we've packaged years of research and science into friendly social Web applications, and now iPhone apps, that provide people access to professional-grade psychology tools."

Jason Rentfrow, Ph.D, Signal Patterns' director of scientific research and member of the social and political sciences faculty at Cambridge University in England, added, "The mobile *Personality* app is the only iPhone app currently available that provides such in-depth and comprehensive information about who a person is. Along with detailed feedback about specific personality characteristics, the app also includes the details behind the research. Users can also have their friends complete the survey so they can see how each other compare."

Developed by Signal Patterns' team of PhD researchers and scientists, *Personality* uses a novel algorithm that scores unique personality traits rather than rough "buckets" of personality types. The algorithm is based on the "[Big Five](#)" model developed by Dr. Lew Goldberg, the chairman of Signal Patterns' [Scientific Advisory Board](#). To describe each person, the algorithm uses 45 different personality traits, each scored on a separate scale, resulting in extremely unique depictions of one's personality.

In addition to taking the survey and reviewing the results, *Personality* iPhone users can learn all about the underlying science and research behind the application through numerous videos and write-ups from the research team. For further background, people can even explore a number of books from Signal Patterns team members.

The *Personality* iPhone Application is available for \$1.99 at the iPhone App Store. Additional online psychology applications are available now at www.signalpatterns.com and are free for all. Online publishers, social networks, content providers, recommendation engine providers, and advertisers who

are interested in customized applications can contact Signal Patterns online or by phone at 914-747-3689.

Additional resources:

- Personality iPhone app screenshots: <http://tinyurl.com/d46deq>
- Signal Patterns logo, screenshots, videos: <http://tinyurl.com/ady2uk>

About Signal Patterns

Signal Patterns develops social web applications that characterize and connect people to each other based on their interests, personality and preferences. With these psychology-based applications, people can discover more about themselves as well as make valuable connections to like-minded individuals, while publishers, advertisers and social networks can increase their own user engagement. Signal Patterns' patent-pending technology results from a unique combination of in-house behavioral science research and data mining expertise. Founded in 2006, Signal Patterns is based in Pleasantville, NY. For more information: <http://www.signalpatterns.com>. Follow us on Twitter: <http://twitter.com/signalpatterns>.

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