

# The iTunes Store Today Began Distributing Dude And Dude Deluxe, The First Dude Apps To Be Released For The iPhone and iPod Touch



Released on: August 3, 2009, 4:17 am

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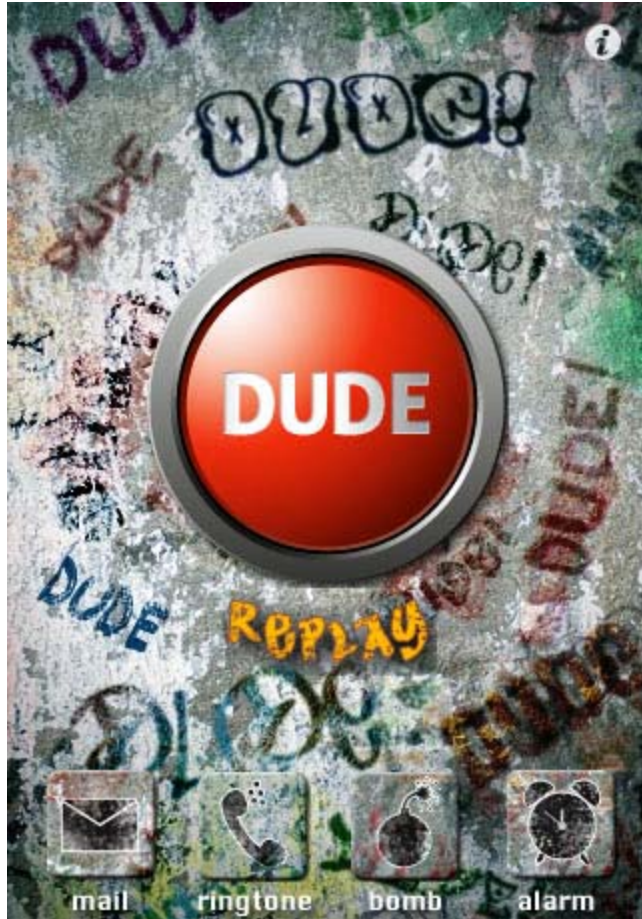
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"Seriously Dude? An APP about *Dude*? Cool." The iTunes store today began distributing *Dude* and *Dude Deluxe*, the first Dude Apps to be released for the iPhone and iPod Touch. The *Dude* Apps feature dozens of hilarious "Dude" recordings. Get ready to laugh along with our pop culture's greatest living word "Dude" and try to figure out what each "Dude" recording really means.

"*Dude* is one of the most entertaining and interesting words in any language, it means so many different things. In fact, it can mean everything. People can even converse saying nothing else but *Dude*," professes Jason Moskowitz, a partner at The APP Company, the developer of *Dude*. "*Dude* is a way to say, 'Hey read my mind right now' and so it can mean anything."

*Dude* is very famous as well, appearing in Bud Light commercials, headlining major motion pictures like "*Dude, Where's my car,*" helping launch the career of Keanu Reeves and that other guy in *Bill & Ted's Excellent Adventure* and appearing as the title character "*The Dude*" in *The Big Lebowski*.

"Our goal with *Dude* and *Dude Deluxe* is to laugh out loud with one of our pop culture's greatest living words, *Dude*. We want to give it the special place it deserves, with its own iPhone App dedicated to nothing but the glory of *Dude*," says Scot Robinson, a partner at The APP Company and now a fan of *Dude*. "Early on I thought it was a stupid idea, but when I started researching and listening to people, I was amazed at how common the word really is spoken."



The APP Company has created a website and employed researchers to create a repository for all things *Dude*. Moskowitz explains, "It is set up like a super interactive and fun Wikipedia listing dedicated exclusively to the hilarious and interesting uses and meanings of the word *Dude*;"

### **The *Dude* Lexicon:**

*Dude* is one of the most versatile words in any language. John Swansberg of Slate identifies "at least six distinct usages of *Dude*:"

**The admonitory *Dude*:** the *dude* deployed when your buddy won't stop humming "Umbrella" on a long car ride. As in, "*Dude*, enough."

**The interrogative *Dude*:** useful for ascertaining whether you've dropped a call. "*Dude?* Are you still there?"

**The deflated Dude:** the *dude* of bad news. "Dude. Tom Brady's wearing a boot."

**The exclamatory Dude:** the *dude* of good news. "Dude! Tom Brady is no longer wearing a boot!"

**The sotto voce (under one's breath) Dude:** for classified briefings. "Dude: Here comes that tall drink of water from accounting."

**The blissed-out Dude:** more accurately rendered as duhuhude. The *dude* issued upon rediscovering a long-lost (Grateful) Dead tape.

The APP Company's *Dude* research team has picked up from there and identified several more usages:

**The "What were you thinking?" Dude:** When you are shocked by the stupidity of your best friend.

**The scary Dude:** What Shaggy might say to Scooby-Doo just before saying "RUN!" when the scary pumpkin headed ghost is fast approaching, "Duuuuude!"

**The "What's up with that?" Dude:** When someone walks right into you on the street in New York.

**The "I'm Sorry" Dude:** "Dude (I'm sorry)."

### **What people are saying:**

"I know that *Dude!*" - Jeff Spicoli, *Fast Times at Ridgemont High*

"*Dude* Looks Like a Lady." - Steven Tyler, *Aerosmith*

"*Dude*, you gotta have a poker face like me." - Bill & Ted (during their excellent adventure)

"All the young *Dudes*, Carry the news, Boogaloo *Dudes*." - David Bowie

"*Dude.*" "*Dude.*" "*Dewde.*" "*Dooooode!*" "I guess you got a point there." - Trey Parker and Matt Stone, *BASEketball* (towards the end, long after you had shut it off).

"Don't Call Me *Dude!*" - Scatterbrain

## **Dude and Dude Deluxe**

Both *Dude* and *Dude Deluxe* have been launched simultaneously. *Dude* is a free App and contains most of the features of *Dude Deluxe*. For 99 cents, users of *Dude Deluxe* receive additional *Dude* recordings, have the ability to set any *Dude* recording as a ringtone, can send recordings via email as MP3 files, and can prank their friends with *Dude* Alarms and *Dude* Bombs.

## **About The APP Company**

The APP Company is a leading iPhone (and other platforms) applications development company. The APP Company has two divisions, one that develops iPhone applications internally, and the second, APP Last Mile™ which partners with entrepreneurs to invest, develop and provide marketing and management services for their app ideas. The APP company's core purpose is to provide iPhone owners with interesting, exciting and useful applications by investing in the most creative and selective ideas.

This press release can be downloaded from [www.theAPPcompany.com](http://www.theAPPcompany.com)

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