

About Green Mountain Digital, Inc.

Green Mountain Digital (GMD) is an innovative digital media publisher and the mobile apps market leader in nature and wildlife, in partnership with the Audubon and Orvis brands. Our goal is to transform nature guides, travel guides and other nature reference material and content into interactive digital applications that are far superior to the book form. Green Mountain Digital was founded in February 2009 and is located in Woodstock, Vermont.

Created in alliance with the National Audubon Society, our Audubon Field Guide apps contain the text, maps, illustrations, and photographic content of their printed counterparts. In addition, the apps contain thousands more images, audio files (such as bird sounds), GPS for sightings, social networking, species search capabilities, and more text, graphics and features than can be published in book format.

GMD has designed and published more than 30 authoritative and comprehensive mobile applications across Apple iOS and Google Android operating systems that engage users with the natural world around them. The apps have expanded the experience of technology and accessible information, by fostering a global community, based upon the idea of sharing information, education, and an active lifestyle. No longer is it necessary to carry bulky printed field guides.

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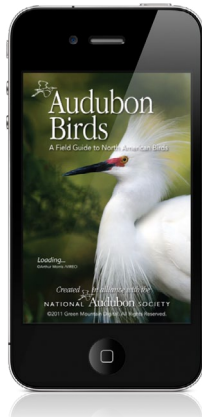
NatureTap

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Our Brands



Audubon Guides

A comprehensive series of interactive digital field guides, Audubon Guides combine smart phone technology with the Audubon Society's vast library of information about birds and all of nature. All Apps are created in alliance with the National Audubon Society.

If it crawls, slithers, wiggles, flies, swims, bites, burrows, hops, it can be found in one or more of the Audubon Nature Guides. Guides feature high quality photographs, range maps, animal sounds and the ability to create your own

life lists and photo albums and report sightings. These Apps are designed to greatly enhance the appreciation, enjoyment and study of nature among people of all ages anywhere, anytime, in an environmentally responsible and sustainable manner.

More about Audubon Guides

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Our Brands



Orvis

The Orvis Fly-Fishing app is a comprehensive mobile guide to fly-fishing for anglers of all skill levels. The app includes fly-casting lessons, video and animated knot instructions, detailed information on 100 flies, updated conditions on 260+ fishing locations, and a growing library of podcasts.

More about the Orvis Fly Fishing App

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Our Brands



NatureTap

Tap into the great outdoors with NatureTap. Swipe, flip and tap through hundreds of birds, bugs, frogs and flowers then tackle the fun and challenging games.

The free app gives instant access to 28 beautiful North American birds, each with a brilliant image, detailed range map, song/call, and description.

Customize the app with additional nature subjects quickly and easily with in-app purchase. Tap into more species with these four naturepacks: Birds, Reptiles & Amphibians, Insects and Spiders, and Wildflowers with more coming soon.

More about NatureTap

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Our Brands



GardenMinder

Your personal gardening assistant, GardenMinder puts everything you need to know to plan and grow a successful vegetable garden at your fingertips. The app comes complete with a visual garden planner tool, weekly reminders, how-to's, and a journal.

About Gardener's Supply Company

Gardener's Supply Company is an employee-owned company of avid gardeners providing garden-tested, earth-friendly products combined with practical how to information. Located in Burlington, Vermont, the company has won many awards for its innovative products and management style. Gardener's Supply can be found on the web at

More about NatureTap



APP INFO



IMAGE LIBRARY



DEMO VIDEO

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Awards and Publicity

March 2012

Palm Beach Post [Audubon's Awesome App for Birders](#)

NewsReview.com includes Audubon Guides a field guide to Birds, Mammals, Wildflowers, and Trees in [Green Screen: Green Apps for your iPad](#)

February 2012

Words about Birds blog [Finding birds with Audubon Guides](#)

MediaPost Communications Review [Reference: Audubon Birds for Audubon Guides By Green Mountain Digital](#)

January 2012

The Nemesis Bird blog [Review: Audubon Birds now with more eBird](#)

December 2011

Apple App Store selected Audubon Birds as Staff Favorite

Apple App Store selected NatureTap as New and Noteworthy in full app store and in education with banner feature promotion.

NewsOk highlights Audubon Guides Apps as great gifts for friends that spend time in the outdoors. ["Get App-y: Apps you can give gifts"](#)

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Awards and Publicity *continued*

10,000 Birds blog highlighted Audubon Birds new "Find Birds with eBird" function in this post about citizen science: "[Birding Technology — The New Citizen Science](#)"

The Nemesis Bird recommended Audubon Birds for "[Birding with an iPhone/iPad](#)" and called it the best option for a field guide with photographs.

The Columbus Dispatch mentioned Audubon Guides in its roundup of apps for gardeners: "[Burgeoning array of apps offers help outdoors](#)"

Birding is Fun blog featured "[Audubon Guides: Ultimate Nature Series Apps](#)"

ENews Park Forest mentioned Audubon Birds prize and Green Mountain Digital in a Follow-Up Article About [Audubon's Birding the Net Promotion](#)

Birding is Fun blog [Review: NatureTap for iPad](#)

October 2011

Arizona Wanderings Blog [Rambling Review: Orvis Fly Fishing App](#)

ENews Park Forest mentioned Audubon Birds prize and Green Mountain Digital in an Article About [Audubon's Birding the Net Promotion](#)

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Awards and Publicity *continued*

September 2011

Chicago Tribune Home & Garden "[Quick! What's that plant?](#)" featured Audubon Trees and others.

Fox News Mobile featured Audubon Guides "[Tapped-In iPad: Audubon Guides](#)"

Loudon Wildlife Conservancy "[Mushroom App for iPhone and Android](#)" mentioned Audubon Mushrooms.

August 2011

10engines "[Orvis Fly-Fishing app-snap review](#)" App Review.

July 2011

Mac Life "[High-Tech Hiking: iPhone & iPad Apps Make the Great Outdoors Even Greater](#)" featured six Audubon Guides apps for wildlife watching:

- Audubon Guides
- Audubon Birds
- Audubon Mammals
- Audubon Trees
- Audubon Wildflowers
- Audubon Butterflies

Pivot "[Lost and Found](#)" featured Audubon Birds in the first issue of the HP App Catalog for HP Touchpad users.

June 2011

Metro US "[Father's day gift guide: Gone fishing](#)"

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Awards and Publicity *continued*

The Portland Press Herald highlighted Audubon Wildflowers in "[Kid Tracks: Nudging tech-heads outside: There are apps for that](#)"

Burlington Free Press "[Festival spotlights digital media opportunities](#)" mentioned Green Mountain Digital's participation in the Woodstock Digital Media Festival.

Maine Outdoor Journal "[Outdoor apps to entice tweens on family hikes](#)" reviewed Audubon Wildflowers.

Seven Days "[Digital Media Festival Tomorrow... in Woodstock?](#)" mentioned Green Mountain Digital's participation at the festival.

VTDigger.org "[Digital Media Festival joins technology with nature](#)" mentioned Green Mountain Digital and its Audubon and Orvis Apps.

App Brain reviewed "[Audubon Birds California](#)" for Android.

May 2011

Apple App Store "Apps for the Great Outdoors"

- Audubon Owls
- Audubon Trees
- Audubon Wildflowers

Backpacker Magazine featured Audubon Birds in "[Outdoor Apps for Android Users](#)"

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Awards and Publicity *continued*

TechBargains awarded Audubon Birds 4 out of 5 for easy search, quantity of birds, picture quality, voice quality, and extensive reference section [App Review](#)

April 2011

Backpacker Magazine featured Audubon Wildflowers [“Gear Guide 2011: Essential Apps”](#)

Apple App Store “Apps for Learning Life Sciences — Plant & Animal Biology”

iPhone

- Audubon Trees
- Audubon Mammals
- Audubon Birds
- Audubon Insects & Spiders
- Audubon Reptiles & Amphibians
- Audubon Fishes

iPad

- Audubon Trees
- Audubon Mammals
- Audubon Birds
- Audubon Insects & Spiders
- Audubon Reptiles & Amphibians

Apple App Store featured Audubon Trees in “Apps for Earth Day”

March 2011

Orvis Fly Fishing app awarded [Fly Fish America Editor's Choice Award](#)

NPR story featured Audubon Birds — [“Not Your Grandmother's Audubon”](#)

February 2011

Green Mountain Digital selected by *Mass Hi Tech* — [“Startup Watch: Five you should follow”](#)

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Awards and Publicity *continued*

Audubon Birds of North America app selected as [APPY Award Finalist](#) by *MediaPost Communications*

Orvis Fly Fishing app featured on the home page of the Android Marketplace

September 2010

Common Sense Media review gave Audubon Birds [5-stars](#)

August 2010

[PTPA \(Parent Tested Parent Approved\) Media awards honors to three Audubon Guides Apps](#)

- Audubon Guides — A field guide to Birds, Mammals, Wildflowers, and Trees
- Audubon Reptiles & Amphibians
- Audubon Insects & Spiders

2010 – 2011

Apple App Store selected 23 apps for recognition

- What's Hot
- Staff Favorite
- New and Noteworthy

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Devices and Operating Systems

Green Mountain Digital is the mobile apps market leader in nature and wildlife. Our apps are available for a variety of devices and operating systems including:

iOS

Available on the AppStore for iPhone, iPod touch, and iPad

Android

Available on Android Market and Amazon App Store for Android Smartphones and Tablets

Kindle Fire

Available on Amazon App Store for Kindle Fire

WebOS

Available on WebOS App Store for HP TouchPad

NOOK

Available on Barnes and Noble for the NOOK Color and NOOK Tablet

Not all apps are available on all devices. View our product matrix for the most up-to-date list of product and platform availability.

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