

PRESS RELEASE

Mobile philosophy in 140 characters

Launch of the app "Big Questions? Short Answers!"

Munich/Germany – Munich-based startup "cogito" introduces a mobile app of a rather different kind: "Big Questions? Short Answers!", now available on the Apple App Store. This app addresses the big questions in life, challenging users to compose their own answers to these – in a maximum of 140 characters. These can be collected offline, as well as being published online. Philosophical discussions on the key areas of life thereby arise with other users.

In 20 different categories of 20 questions each the app covers a broad range of subjects: me and the others, life and death, happiness and suffering, actions and possessions, good and evil, love and sex, truth and lies, religion and knowledge, power and status, truth and beauty, space and time.

Mobile devices such as smartphones or tablets have fundamentally altered our lives. Everything is available, everywhere: it is possible to order more cat food whilst sitting on the bus, check the weather forecast in a restaurant and answer e-mails in bed. However, it is rare for our mobile devices to cause us to reflect for a few moments. "Big Questions? Short Answers!" invites us to interrupt our daily routine and focus on the essential – and on ourselves. The app conveys fundamental questions of meaning in a contemporary form.

Sebastian Freisleder played a key role in the development of the app. His aim was to create something that would stand out from the broad mass of applications: "You can find just about everything in the App Store, from virtual beer glasses to finger treadmills. So why is there no app for the truly important questions in life? Something that not just serves as a distraction, but which stimulates contemplation and discussion? Our goal was to develop such an app – for those in search of meaning, lateral thinkers and everyday philosophers."

"Big Questions? Short Answers!" is now available from the Apple App Store. The 40-question basic version is available free for iPhone and iPad (from iOS 5), the full version, comprising 400 questions, can be unlocked via In-App Purchase for \$ 2.99. See www.big-questions.com for further information.

App Store link: <https://itunes.apple.com/us/app/big-questions-short-answers!/id627497878?mt=8&uo=4>

Press kit: <http://www.big-questions.com/files/presskit.zip>

Press brochure: http://www.big-questions.com/pdf/brochure_en.pdf

About

"cogito GbR" was founded in 2013 by Sebastian Freisleder and Johannes Hollmann in Garching, Germany. Freisleder studied theology, philosophy and German philology. He is currently working in the field of educational media. Hollmann is the founder of the graphics agency WE ARE INDEED in Munich, Germany.

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