



DAILY VALUE - SEE YOUR PERSONAL FOOD LABEL ON THE IPHONE/IPOD TOUCH

Build your own Personal Food Label as you track your nutritional intake on over 45 different nutrients.

Touch any nutrient to “drill down” and see how individual meals or foods contributed to the overall total.

Looking Glass

<http://www.lookingglass.mobi>

By exploring your food history with insightful reports by day, meal, and specific foods, it's easy to take control of your diet and health.

Daily Value was designed specifically for the iPhone/iPod Touch to help you fully understand your dietary intake and make better choices about your eating habits.



INSIGHTFUL SUMMARY A TOP DOWN VIEW

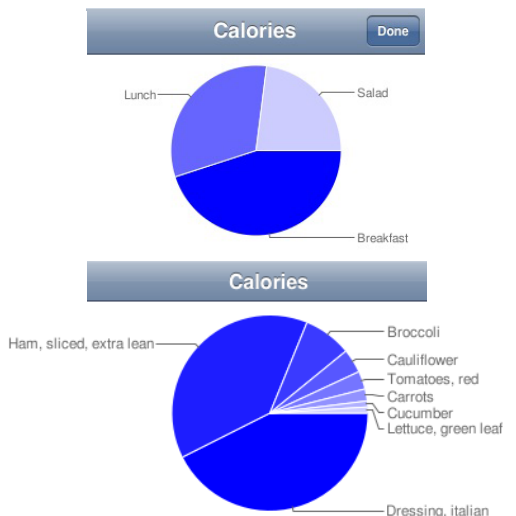
While nearly all foods have nutritional information or a food label, have you ever wondered what *your* food label would look like after a day, week, or more?

With nearly 10,000 different foods from which to choose, **Daily Value** helps you track what you've eaten each meal and provides you a Summary for you to explore.

The Summary page can be configured to show results over an arbitrary date range, so you can see differences over several days or weeks. The contents of the report can be sent via email from within the application.

Touch any of the nutrients to see a further breakdown of which days, meals, or foods have contributed to the overall total. It's easy, quick, and fun.

The layout of the Summary page has been designed to closely resemble the US Nutritional Facts label - with common nutrients (fats, cholesterol, sugar, protein, sodium) at the top of the page; vitamins and minerals below; and other nutrients (such as carotene) bringing up the rear.



CALORIES? WHERE?

Touching the "Total Calories" row in the main Summary page, shows a breakdown of caloric intake per day. Touch a day to view calories by meal or use the graph button to see your data in a dynamic chart.

A PICTURE IS WORTH 1,000 WORDS

Daily Value has several chart types to help you easily connect with your food history. For values that don't have a target percentage, like calories above, a standard bar chart is shown. Others, like total fats, depict the data in percentile terms with a +/- 10% band.

PIE? NO GARDEN SALAD!

Drilling into any meal's composition is easy and revealing. By presenting the individual foods in this salad, it's easy to see that cutting back on the Italian dressing would make an impact on the total calories!



WHERE'S THAT FOOD?

Daily Value divides the foods into several common categories and allows you to reduce your search and produce a smaller subset of foods from which to choose. Or, you can search through everything at once.

While you can scroll through the entire search list, another choice is to select a food and use the Up/Down/Select buttons to quickly navigate through each item and inspect the food attributes.

Still can't find your food? No problem, **Daily Value** enables you to enter your own food information too. The custom foods can then be used in Favorites or Meals just like any other food found in the app.

By default, **Daily Value** assumes a "standard" 2,000 calorie diet. But, you can personalize the nutritional targets which affects the food labels, summary views, and charts throughout the application. It's *your* Personal Food Label after all!

FEATURE OVERVIEW

REPORTING

- Gain insight into your eating trends by viewing your food history over a flexible date range.
- Drill down into any of the nutrients shown on the Personal Food Label to see how individual foods contributed to the total.
- Chart results to visually show relationships.
- Email the complete contents of any report in a format usable in Microsoft Excel.

FOODS

- Browse full nutritional data from 7,500 foods provided by the USDA Standard Reference and partial nutritional information from many popular restaurants.
- Create your own foods using the nutritional label found on the back of any product.
- Search All, and dynamic text search within logically defined categories provide quick access to foods.

MEALS

- Record your dietary intake from any of the foods provided or by using your own foods defined in the app.
- View an individual report on each meal and analyze its impact on your diet.
- Adjustable serving sizes and amounts to match commonly used sizes and types: weights, measures in both metric and US units.

FAVORITES

- Store commonly used foods for easier entry in your meals.
- Record favorite recipes, such as an omelet or common meal like a casserole.

EASE OF USE

- Customize your nutritional targets to personalize the summary reports and food label information throughout the app.
- Quickly create a new Favorite or Meal while browsing any of the foods.
- Use the Favorites to speed up entering Meal information.
- Intuitive layout that resembles the design of the standard US nutritional food label.

For information regarding **Daily Value** or about Looking Glass, please e-mail: info@lookingglass.mobi or write to the following address:



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