

Improved Sex Life with the New App, iPassion ? now Available for Couples

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(Aarhus, Denmark) -- Danish start-up debuts mobile app, helping bring couples closer together through mobile game playing with personal questions and answers.

No matter what age, sexual orientation or relationship status, one company has developed a new, innovative app with intimate relationships in mind. iPassion is a new fun app for couples that allows players to get to know their partner better through intimate gaming. More than 15,000 people found that proposition so appealing that they participated in the startup's beta testing phase last year. And since their launch in July this year, more than 100,000 people have used it to spark up their sex life.

The free app helps couples find out more about the partner's sexual preferences and desires in a fun and casual way by asking intimate questions. Players can win rounds simply by knowing more about their partner than the partner knows about them. When players win a round, they get to select a "hot prize" which their partner must perform (i.e. back rub, oily massage, a night's stay in a hotel, etc.) ? or they can create their own personalized prize.

"We wanted to create a game where it would be fun and entertaining for people to improve their sex lives ? by sparking fun conversations about their sexual preferences and fantasies," explains J. Martin Moeller, the startup founder. "According to our testers and initial players, we've succeeded in doing so with iPassion."

During the game, players can chat within the app. For added privacy, the app utilizes a PIN code, meaning users can create their own PIN number which is required to open the app once it has been closed.

"The idea came from my own relationship experiences where I, despite having been with my girlfriend for 7 years, discovered that we could still learn a lot about each other when asked some of the questions that are in the app. And a lot of our testers have stated the same," J. Martin says.

A licensed psychologist who specializes in couples therapy, Clifford N. Lazarus, Ph. D. noted in a recent

Psychology Today article that "one of the most important ingredients in good sex is communication. Research shows and sexologists know, that couples who talk about their sexual relationship usually have a good one."

Moeller adds to this stating, "It's very easy to understand the importance of communicating about sex in a relationship, which is why we developed iPassion in the first place. Not only do we believe our app can help bring couples closer together; we believe it has the potential to clear out misunderstandings and increase the quality of people's sex lives in a playful manner."

iPassion is currently available at the App Store (iOS) and the Google Play Store (Android) and is available for both smartphone and tablets.

The app is currently available in several languages including English, French, and Spanish will expand with even more languages in the coming months.

About the company:

Founded in late 2015, iPassion ApS is a startup company based in Aarhus, Denmark. The startup launched in an effort to develop a fun app for couples. Founder J. Martin Moeller has been working with innovative app concepts in multiple industries for the past 6-7 years. With a small team of app engineers behind him, the company has spent over a year to create, develop and launch the iPassion app.

To learn more about the app, or to download it free on Google Play or The App Store, please visit: www.ipassionapp.com.

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