Programming Duo Bust Assumptions About Women in Technology

December 8, 2009 - Defying the myth that women programmers don't exist, the two woman team comprising Lyn And Line LLC today announces the release of its first iPhone/iPod touch app, The Rescue of Ginger, on Apple's App Store.

Founded by Caroline Dahllöf and Carolyn Uy in July 2009, the two women designed, developed and programmed the app. To make full use of a 24 hour work day, they leveraged their nine-hour time difference while residing on different continents, North America and Europe.

They met at Brown University, where they both earned Masters of Computers Science degrees in 2000. After Dahllöf completed an MBA at the Warton School of Business at the University of Pennsylvania in 2008, the friends started brainstorming business ideas.

"We wanted to create a beautiful and unique experience for children," notes Uy. "We wanted to bring the intimacy of reading a book to handheld devices."

Acknowledging the sizable hurdles women still face in STEM fields, Uy adds, "This is something we built ourselves. No one could tell us not to do it--that we're not qualified." Early sales results of their app appear to prove her point.

The Rescue of Ginger is an original 20 page interactive storybook for kids between the ages 2 and 5 years old. It contains rich, colorful hand-drawn illustrations and original music. And it also has more than 100 interactive elements. Two best friends, Madera Monkey and Figaro Frog, hear a distressed Mrs. Applebottom calling for her cat Ginger. When Ginger doesn't come home, the two friends, working as the superheroes Carbon Girl and Adhero, jump into action to save the day. The Rescue of Ginger retails for $2.99 on the App Store.

Lyn And Line focus on developing original, innovative, and fun mobile apps designed for kids between the ages of 2 and 5 for the iPhone, iPod touch, and devices running Android. Visit www.lynandline.com.