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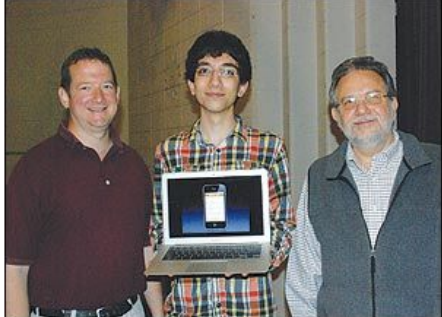
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UNIVERSITY CITY
Review

Friends Select Student Entrepreneur Launches App



Weekly Press
• Wed, May 18, 2011

On Monday, May 16, 2011, Friends Select School student app and game developer Arman Dezfuli-Arjomandi launched the Friends Select Mobile 2 app to 180 upper school students during morning devotions in the school's Blauvelt Theatre.

Arman Dezfuli-Arjomandi (middle), student app and game developer, stands with Chris White (left), network administrator, and Jim Brubaker (right), upper school science teacher and director of technology, after the launch event. Under a five year contract, the school bought the fully-revamped, second version of the Friends Select Mobile App. Photo: Tina Dougherty.

After teaching themselves Objective C programming language, Dezfuli-Arjomandi, a junior at the time, and his business partner Haydn Dufrene, senior at the time,

wrote the code, beta tested it with other classmates, bought a development license and submitted the app to Apple for approval. The advanced computer science students launched the first version of the app on February 1, 2010, to a rapt audience of uppers schoolers.

The Friends Select app enables upper school students to see their daily schedule, e-mail classroom teachers, add and monitor assignments and due dates, access the Online Learning Center and school calendar, even check SEPTA bus and train schedules--all at the touch of their fingertips on their mobile iPhone or iPod touch. Wow! Life just got simpler in upper school.

On Monday during the unveiling of the second version, Dezfuli-Arjomandi '11 presented a PowerPoint presentation which describes his company's game offerings and background on Friends Select Mobile 2 app. He skyped his business partner, Dufrene, a freshman at Stanford University, to say hello to former classmates.

After his presentation, Dezfuli-Arjomandi invited students to download the app while seated in the theatre. Students who own iPhone or iPod touches downloaded the new app all at the same time.

Friends Select School is a coed, college preparatory, Quaker day school serving 537 students in grades pre-k through 12. The school, which traces its roots to 1689, is located on the Benjamin Franklin Parkway, at the center of Philadelphia's business, cultural and government districts.

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