

← All press kits COMPLETE KIT

# CardCue Pro, in one read.

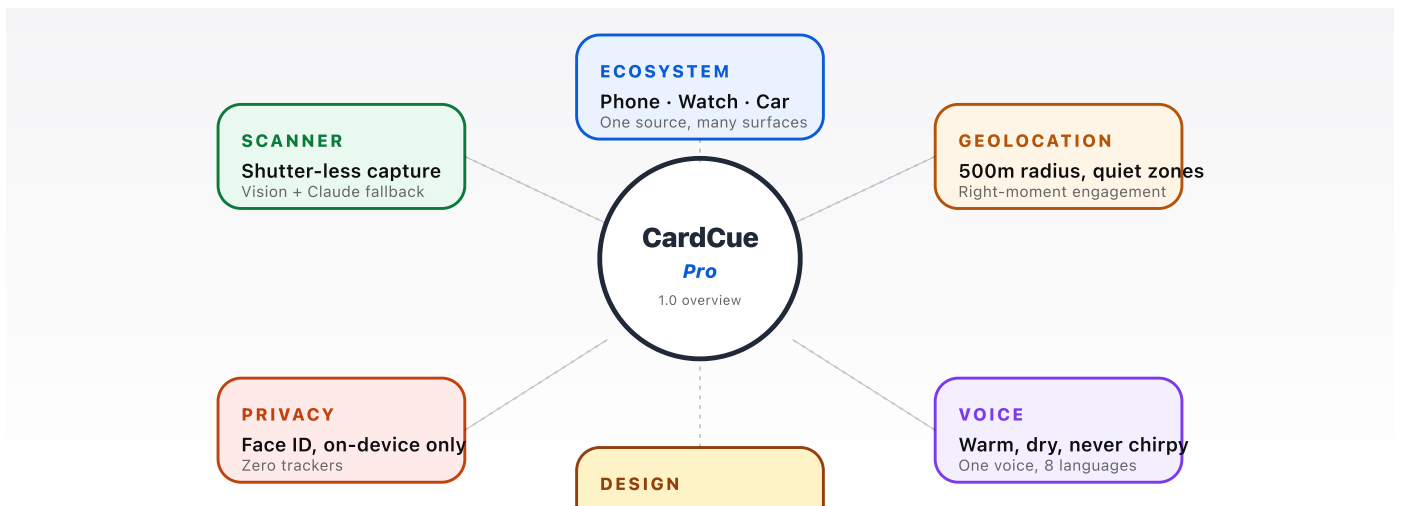
Everything worth knowing about the frictionless gift-card wallet, the problem it solves, the seven architectural layers underneath it, the best pull-quotes from each, the stats, the founder's origin story, and how to reach us.

## THE ONE-SENTENCE VERSION

**CardCue Pro is the gift-card wallet that notices:** that you walked into the Target, that you have \$47 on the card, that you already said no twice, that the Starbucks is closed, that you're driving and shouldn't be interrupted, that it's pouring outside. Seven architectural layers, one promise: frictionless design for the part of your life that still has drawers.

~290 lines · the whole app · best-of-seven · for journalists

[Read the white paper →](#) [Jump to all kits →](#)



Six pillars, one product. Each press kit below is the deep-dive on one.

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# 1. What CardCue Pro is

CardCue Pro is a gift-card wallet for iPhone, Apple Watch, and CarPlay. You scan a card with one photo. CardCue Pro extracts the brand, the balance, the card number, the PIN, the expiration, and, for reward certificates, exactly what it redeems for. It pins the card to the store where it's spendable. When you walk within 500 meters of that store, your phone whispers a lock-screen banner: "*Target · \$47 · you're right here.*"

Not when you're driving past. Not at midnight. Not three days in a row because you said no once. Just when the moment actually matters.

Everything else in the app, privacy, design, voice, onboarding, Apple Watch, widgets, Live Activities, CarPlay, 8-language localization, is infrastructure for that single, frictionless moment.

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# 2. Why now: the \$27B problem

# \$27B

Unredeemed gift-card value held by Americans at any given time, not because people are lazy, but because gift cards are quietly hard to track.

Sources: CEB TowerGroup; Mercator Advisory Group; Bankrate 2024 consumer wallet survey.

The gift-card industry is a **\$270 billion category** where roughly 15% of face value goes unredeemed every year. That's not a niche; that's the biggest unclaimed wallet on consumer earth.

Most wallet apps ask you to type card numbers in and then show you a list. CardCue Pro treats the wallet as a *notification layer* instead, software that remembers for you, at the moment it matters, with a voice you don't mind hearing from.

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## 3. Seven kits, seven stories

Every layer below has a full press kit of its own. This is the highlight reel, the single paragraph and the single best quote from each.

### ECOSYSTEM

## The Intelligent Notification Ecosystem

CardCue Pro touches seven Apple surfaces, iPhone, Apple Watch, Widgets, Dynamic Island, Live Activities, CarPlay, and Notifications. All of them share a single source of truth (the `NotificationConductor`) and a single shared memory (`App Group + SwiftData`). Surfaces don't compete for user attention; they coordinate.

*"The same alert never fires twice, never fires in the wrong place, and never fires at the wrong time."*

[Read the full kit →](#)

### ON-DEVICE INTELLIGENCE

## Four Senses, One Brain, Zero Uploads

Apple Intelligence's **Foundation Models** categorize a new card on the Neural Engine in under 200ms. **Vision** and **VisionKit DataScanner** read cards entirely on-device before a cloud fallback is even considered. **Sensitive Content Analysis** gates every photo so the scanner politely refuses to OCR what it shouldn't. And **WeatherKit** quietly teaches the Conductor to suppress the CarPlay banner when it's pouring, because a "walk 3 minutes to coffee" nudge in the rain is noise.

*"Four frameworks, zero uploads, graceful fallbacks, the intelligence is everywhere, and yet the critical path never depends on it."*

[Read the full kit →](#)

SCANNER

## Shutter-less Card Capture, plus Share-from-Mail

Tap **+** and the camera is already up. Apple-Pay-style auto-fire trips the shutter the moment it sees a readable card, no tap required. Apple Vision runs on-device first (free, private, fast), with Claude as a cloud-optional fallback only for cards Vision can't crack. A scratch-off guard catches covered PINs, a smart flip prompt asks for the back only when exactly one side of the pair is missing, and single-use reward certificates get their own "Redeems For" banner instead of a fake \$0.00 balance.

Gift cards also arrive by email. Open the message in Mail, tap Share, pick CardCue Pro, and the form is already filled in. The Share Extension parses brand, number, PIN, balance, and expiration with an on-device regex matcher. No API key lives inside the extension, no upload happens, no network call fires. Two doorways into one wallet: the camera, and the Share Sheet.

*"Most wallet apps make you type. CardCue Pro has the camera up before you finish reaching for the card, and the form already filled in when the card arrives by email."*

[Read the full kit →](#)

GEOLOCATION

## The Geolocation Brain

CardCue Pro's geofencing isn't a circle on a map, it's a five-gate decision engine: *where, when, how fast, how often, in what mood*. Combined with cluster coalescing, driving detection, quiet zones, trajectory prediction, and auto-quiet learning, the result is an alert you're glad to receive instead of one you dismiss.

*"Most apps that claim 'smart notifications' have one rule. CardCue Pro has five gates, twelve signals, and a persistent memory of what you said no to."*

[Read the full kit →](#)

PRIVACY

## Your Gift Cards Are Nobody Else's Business

SwiftData-first. Biometric-gated. App-Group-isolated. Account sign-up optional. Zero third-party tracking SDKs. No IDFA, no ATT prompt, no crash reporter that phones home. Data Processor: one (Anthropic, under a Zero-Data-Retention agreement). Data leaving your phone: one thing, and only when you tap the scan button.

*"The only data that ever leaves your phone is the image you explicitly point at a gift card."*

[Read the full kit →](#)

VOICE

## The Voice at the Counter

Personality as architecture. Copy lives in `Copy.swift` with typed notification templates so a rogue string can't ship. Three voice rules: *warm, specific, quiet*. A banned-phrase list (no "Don't miss out!", no "Hurry!", no countdown timers). An error is a handoff, not a dead end. A paywall is a list and a price, not psychological warfare.

*"Would a real person say this to a real friend? If no, we rewrote it."*

[Read the full kit →](#)

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## 4. What makes it different

You can build a gift-card list in a weekend. CardCue Pro isn't that. It is a coordinated system where seven architectural layers are paying constant, quiet attention so the user doesn't have to. The easiest way to feel the difference is to compare the moment a generic wallet app sends an alert to the moment CardCue Pro does:

- Generic wallet: "*You have cards nearby!*", fired on a cell-tower region change, no context.
- CardCue Pro: "*Target · \$47 · walk 3 min*", fired because you're walking (not driving), in a waking hour, near a store you pinned, with a card you haven't been alerted about in 30 minutes, and you haven't dismissed this one three times in the last month.

The first one earns a swipe-away. The second one earns a walk into the store.

#### AMBIENT INTELLIGENCE

### What CardCue Pro quietly notices

- **The weather.** WeatherKit lets the app know when it's pouring so the CarPlay banner for a coffee card doesn't fire in the rain.
- **Your calendar.** Pre-arrival nudges check whether you're on a Zoom or in a meeting window before a banner is scheduled.
- **Your speed and bearing.** CoreMotion distinguishes walking from driving, and pre-arrival trajectory prediction fires ~3 minutes before geofence entry only when you're walking toward a store, not past it.
- **Focus modes.** If Do Not Disturb or Work Focus is on, the Live Activity updates and the widget refreshes, but nothing buzzes.
- **Whether you already used the card.** Tap the barcode once and the Conductor suppresses the next 60 minutes of re-entries for that store.
- **Three dismissals in a month.** Auto-quiet learning notices a pattern and replaces the next alert with a gentle "stopped bugging you, tap to undo."
- **What the camera actually sees.** Sensitive Content Analysis refuses to OCR anything the frame wasn't meant for, no explanation, no logs, no upload.

- **Foundation Models' best guess.** A scanned card arrives with a category auto-filled because Apple Intelligence named it on the Neural Engine before the user could.

Each of these is a small thing on its own. Together they produce the feeling that the app is paying attention to the world around you, without having to ask the world for permission.

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## 5. The two doctrines the whole app rests on

Every feature in CardCue Pro is a consequence of two opinions, held hard, for a long time. They are the real product. The long-form version with citations and the full five-gate breakdown lives in the [Unredeemed white paper](#); what follows is the summary.

### The Right-Moment Doctrine

Eight seconds, total, across the entire lifecycle of a gift card. Three seconds to take one in, two seconds to read the cue that the right moment has arrived, three seconds to open Show-at-Register and pay. No setup, no menu hunting, no thinking, just task completion as a feeling. That's the clock every tap, sentence, haptic, and notification is measured against, and it's why the app looks and feels the way it does. The team has a word for it: **effortless**.

*"The user supplies a few deliberate moments. The app supplies everything else."*

### The Right-Moment Engagement Thesis

The wallet earns attention before it asks for it. Silence is the default state, and silence stays in effect for closed stores, commutes, rainy walks, and cards the user has already dismissed. Across the five gates (where, when, how fast, how often, in what mood),

the app is quietly building a case for one interruption. When all five gates agree, one banner fires. The engineering budget is mostly spent on reasons not to speak.

*"The best notification is the one a user is glad they got. Everything else is a tax you're charging on their attention."*

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## 6. The positioning line

ONE SENTENCE, ON RECORD

"CardCue Pro is the gift-card wallet that knows, before you do, that you have *\$47 on a Target card*, the second you walk into the Target. It's frictionless design, for the part of your life that still has drawers."

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## 7. Stats & specs

PLATFORM

**iOS 18+**

iPhone · Apple Watch ·  
CarPlay

LAUNCHED

**April 9, 2026**

Public 1.0 on the App Store

LANGUAGES

**8 at launch**

EN, ES, FR, DE, PT-BR, JA,  
KO, ZH-Hans

FREE TIER

**3 cards**

AI scanner · wallet · widgets ·  
location alerts · digital barcode

INTAKE PATHS

**3**

Camera scan · Share-from-  
Mail · Photo library import

PRO TIER

**Unlimited**

iCloud backup · Watch app ·  
widgets · CarPlay

at register

#### TRACKING SDKS

##### **Zero**

No Google · no Meta · no  
Mixpanel · no Adjust

#### DATA PROCESSORS

##### **One**

Anthropic · under Zero Data  
Retention

#### BUILT BY

##### **BigUnit Digital LLC**

Indie iOS studio · solo-dev

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## 8. The founder & the origin story



**Christian Sorensen** · Founder, CardCue Pro  
BigUnit Digital LLC

**Christian Sorensen** spent 15 years as a UX leader, first at an interactive employee-benefits company, then at one of the country's largest Medicaid software development firms. He built his career around the same question every time: *what is the simplest thing a person can do to get what they came for?*

He was laid off on a Monday morning. That afternoon, walking out of the grocery store, he realized he'd had a gift card for that exact store sitting unused the whole time. Again. He looked down at his iPhone, glanced at his Apple Watch, the one that reminds him to stand up, to breathe, to close his rings, and thought: *if this thing tells me when to stand up, why can't it tell me I already have thirty dollars to spend, right here, right now?*

CardCue Pro was born that afternoon. Christian put his user-first design chops to work on a gift-card wallet that's meant to feel like magic: **the right moments across the life of the card — take it in once, read the cue, tap to pay.** No plastic bulking out a wallet or purse. No "loyalty" section of your phone that you forget exists. Just a notification at the right moment, for money that was already yours to spend.

CardCue Pro is a deliberate bet on the Apple ecosystem. Rather than "porting" a wallet onto every surface, the app leans all the way into what iOS, watchOS, WidgetKit, ActivityKit, and CoreLocation already do well, and then pushes those tools to the edge of what they were designed for. Seven surfaces, one source of truth, zero third-party SDKs. That architectural choice is what makes the frictionless moment possible.

There's **\$27 billion** in unused gift-card value held by Americans right now, value given to us that quietly expires, gets lost in drawers, or ends up as corporate breakage revenue. Christian's line on it: *"Let's take back what's ours, and stop giving corporations free money."*

CardCue Pro shipped to the App Store on April 9, 2026, after a long TestFlight beta. No seed round. No VC. No growth-hacking playbook. Built by **BigUnit Digital LLC**, a solo-developer indie iOS studio.

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## 9. The pull-quotes, in one list

For journalists who want a quote block to drop into a story:

- *"The same alert never fires twice, never fires in the wrong place, and never fires at the wrong time."* **on the notification ecosystem**
- *"Four frameworks, zero uploads, graceful fallbacks, the intelligence is everywhere, and yet the critical path never depends on it."* **on on-device intelligence**
- *"Most wallet apps make you type. CardCue Pro has the camera up before you finish reaching for the card."* **on the scanner**

- *"CardCue Pro has five gates, twelve signals, and a persistent memory of what you said no to."* **on the geolocation brain**
- *"The only data that ever leaves your phone is the image you explicitly point at a gift card."* **on privacy**
- *"Every haptic is earned, every color is a token, every accessibility path is tested."* **on design craft**
- *"Would a real person say this to a real friend? If no, we rewrote it."* **on voice**
- *"Frictionless design, for the part of your life that still has drawers."* **on the whole app**
- *"The user supplies a few deliberate moments. The app supplies everything else."* **on the Right-Moment Doctrine**
- *"The best notification is the one a user is glad they got. Everything else is a tax you're charging on their attention."* **on the Right-Moment Engagement Thesis**

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## 10. Contact & assets

### PRESS

**Inquiries:** [press@cardcuepro.app](mailto:press@cardcuepro.app) · one-line subject, please

**General:** [hello@cardcuepro.app](mailto:hello@cardcuepro.app)

**Press assets:** logos, screenshots, app icon, mockups, see press hub

**App Store:** [apps.apple.com/app/cardcue-pro](https://apps.apple.com/app/cardcue-pro)

**Website:** [cardcuepro.app](http://cardcuepro.app)

**SOCIAL (ALL HANDLES: CARDCUEAPP)**

X / Twitter · Instagram · TikTok · YouTube

Threads · Mastodon · RSS

#### THE FIRST TIME

*There is a version of this document that reads like overkill. Seven surfaces. Five geolocation gates. Four on-device frameworks. A Conductor routing every alert through a shared throttle. Weather-aware, Focus-aware, calendar-aware, cluster-aware.*

*Then the first moment arrives. The user walks into a Target, their phone whispers "\$47 · you're right here," they swipe up the barcode, they use the card, they're out. Under thirty seconds. No typing, no app-open, no "which card was this again." That moment is what every layer is for. The architecture stops reading like a spec and starts feeling like the only way the moment could have happened.*

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*CardCue Pro, by BigUnit Digital LLC. One press kit to cover them all, and seven deeper dives for when you want the receipts.*

**A note on the writing.** The thinking, the stories, and the product opinions are mine. I used AI to edit for grammar, tighten prose, and keep the voice consistent across the series. If a sentence lands cleanly, some of that credit goes to the machine. I figured you should know.

#### READ THE DEEPER DIVES

WHITE PAPER

ECOSYSTEM

ON-DEVICE INTELLIGENCE

**The Right-Moment  
Doctrine, in full**

**The Intelligent  
Notification Ecosystem**

**Four Senses, One Brain,  
Zero Uploads**

**SCANNER**

**Shutter-less Card  
Capture**

**GEOLOCATION**

**The Geolocation Brain**

**PRIVACY**

**Your Gift Cards Are  
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**VOICE**

**The Voice at the Counter**

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