

PRESS KIT · 2026

Last.

**Counters for the
things nobody's
counting.**

The Modes release: Since, Until and Without · 3 October 2026



EMBARGOED UNTIL SATURDAY 3 OCTOBER 2026, 9:00 A.M. ET

AT A GLANCE

An app that answers one question: when did I last...?

Changed the sheets. Serviced the car. Descaled the kettle. Last. shows how many days it's been, and every time you do the thing again, the old number becomes a collectible clay-style print.

APP	Days Since Widgets – Last. (App Store id 6804550607)
PLATFORMS	iPhone and iPad, with Apple Watch, widgets and Live Activities
PRICE	Free for up to 7 things. Last Plus or Last Lifetime unlocks everything
LANGUAGES	English, French, German, Spanish, Japanese, Korean, Simplified Chinese
PRIVACY	No account, no ads, no cross-app tracking. Data stays on device, with private iCloud sync for members
BUILT WITH	SwiftUI, WidgetKit, ActivityKit, CloudKit
MADE BY	Bami O., independent developer · @hey_bami
SOCIAL	@lastdayssince on TikTok, Instagram and YouTube

THE IDEA

Not a habit tracker.

Habit apps count days in a row, and one missed day resets the flame to zero. Real life isn't daily: sheets, haircuts and car services happen when they happen. Last. never counts "in a row". It counts since: a number that grows, not a chain that breaks.

~~Day streaks~~ ~~Red X's~~ ~~Guilt~~

Just the number.



NEW IN THIS RELEASE

Count in every direction.

SINCE

How long it's been.

Tap once when you do the thing. The counter starts over and the old number becomes a print.

UNTIL

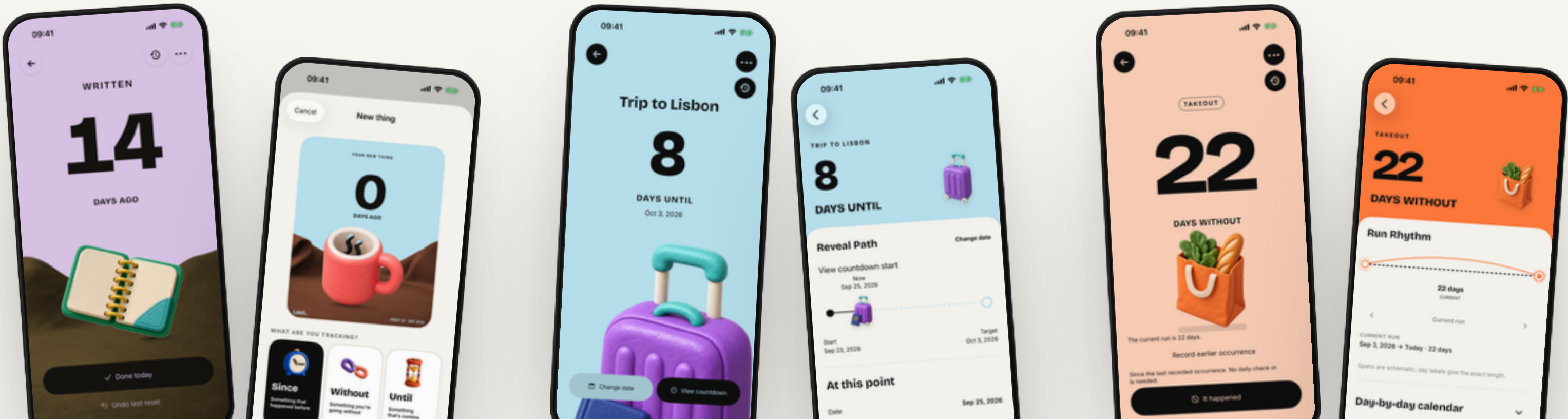
Countdowns that keep their word.

All-day or to the minute, in the zone you chose, safe across daylight-saving changes. When the day comes, Last. asks if it happened before keeping its print.

WITHOUT

Runs you're proud of.

No-spend runs, no takeout. Milestones earn a print. When a run ends there's no red X, just a fresh start.



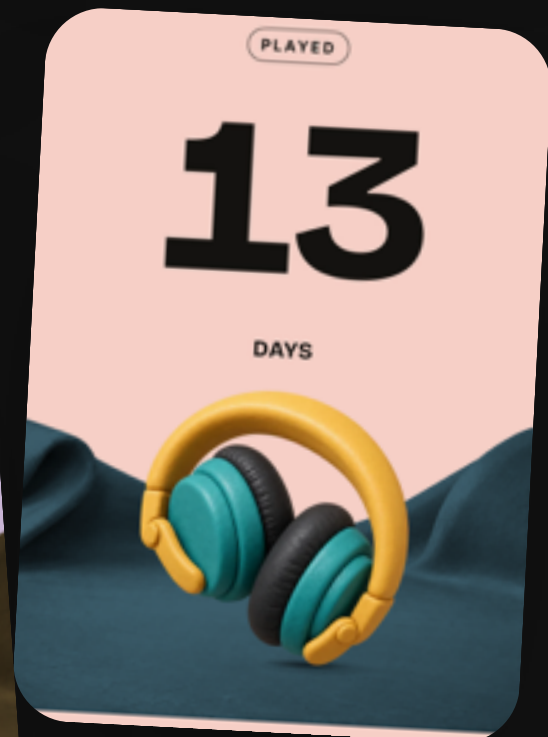
EVERY RESET MAKES A PRINT

The old number doesn't vanish.

Each reset mints a poster on the device: the count, a clay object, the date. Give it a few months and it's a gallery of your ordinary life. Milestone runs and confirmed countdowns get their own prints.

1,152,921,504,606,846,976

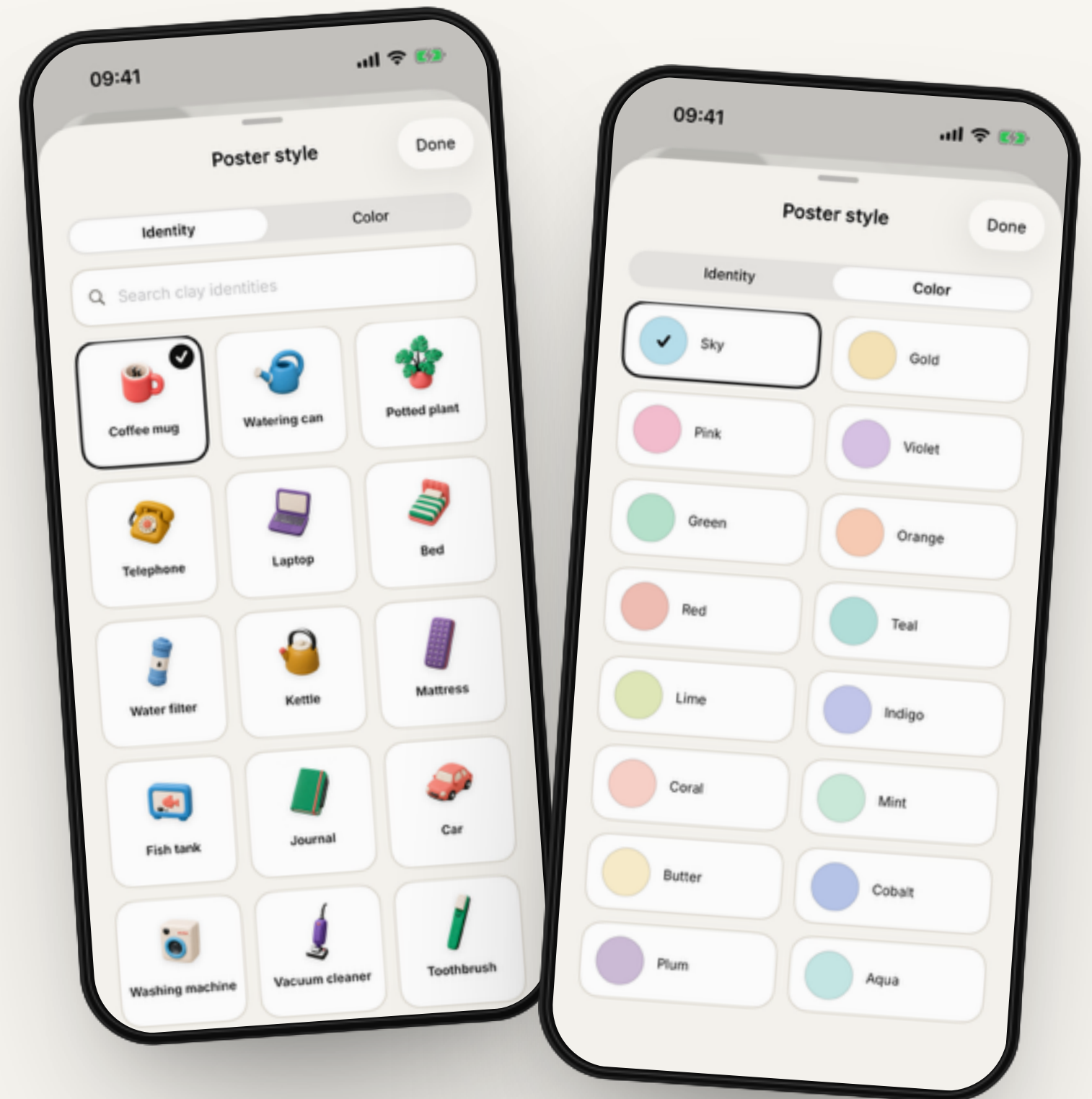
ways one generative Editorial pattern can scatter its 60 dots (2⁶⁰). There are nine pattern families. Editorial prints come with Last Plus or Lifetime.



MAKE IT YOURS

106 clay objects. 16 colours.

Every thing gets its own poster style: pick a clay object from the shelf (a kettle, a suitcase, a smoke alarm, a grocery bag), choose one of 16 colours, and every print for that thing follows. Choosing a clay object and colour is free.



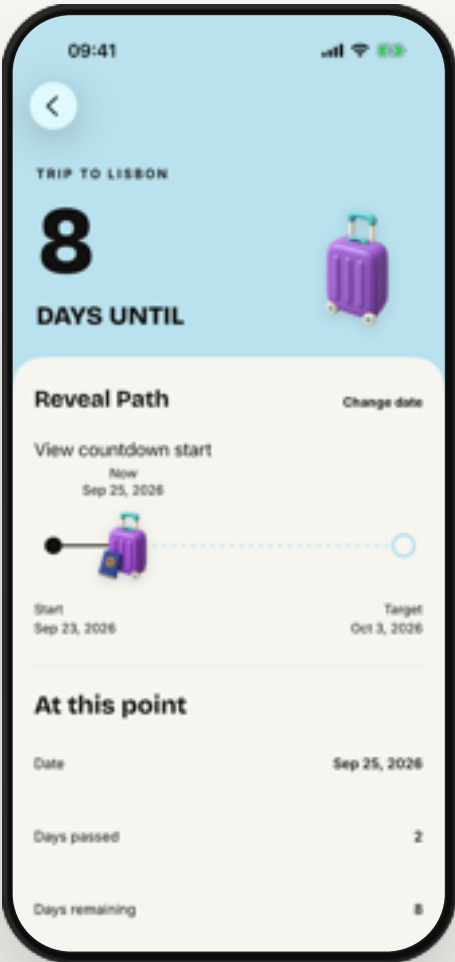
GLANCEABLE EVERYWHERE

Never open the app to know.

Home Screen and Lock Screen widgets with one-tap logging, Apple Watch complications, Live Activities that keep a countdown handy, and a dedicated iPad layout. Widgets, Watch and Live Activities understand all three modes.



Small things, done properly.

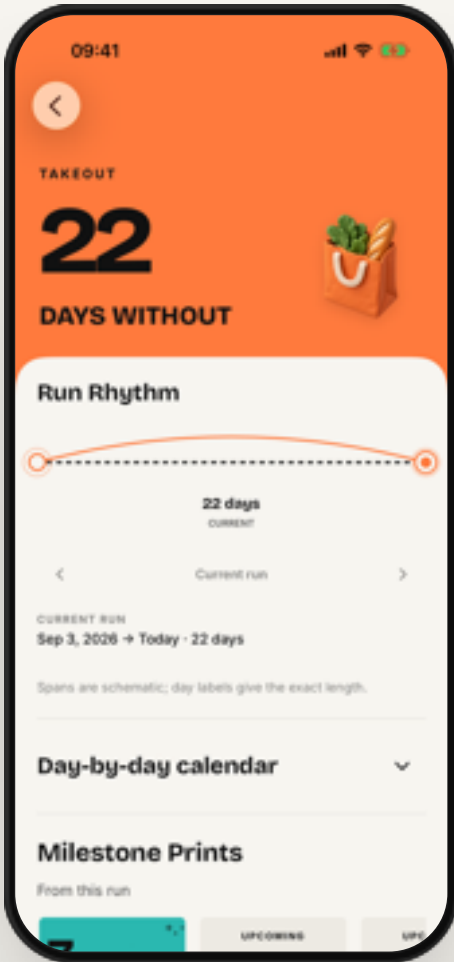


Reveal Path

Every stage of a countdown, date by date.

443 time zones

Countdowns keep the zone you chose. If a time doesn't exist on a daylight-saving night, Last. asks instead of guessing.

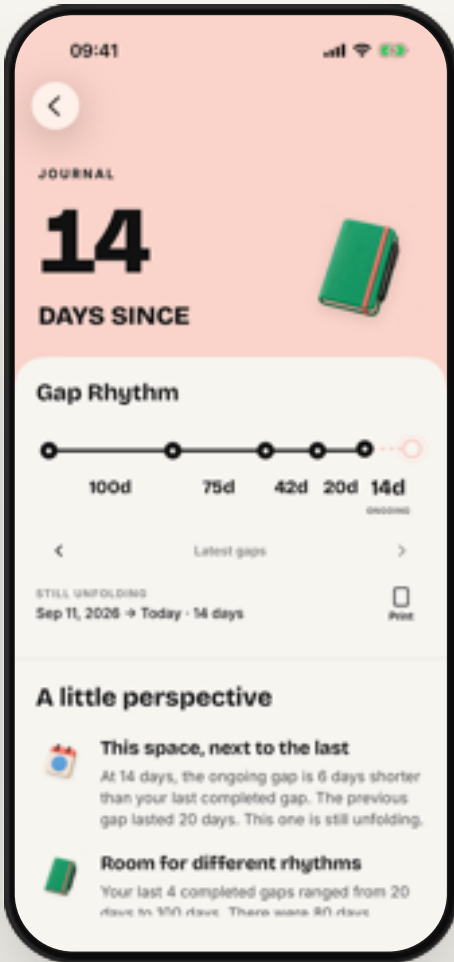


Run Rhythm

Every run as an arch, with its milestone prints and a day-by-day calendar.

It happened?

A countdown never marks itself as arrived. You confirm, then it keeps its print.



Gap Rhythm

The spaces between times, and whether they're drawing closer.

Plans

Upcoming countdowns can sit on your calendar, and every moment opens its own memory sheet.

PRIVATE BY DEFAULT

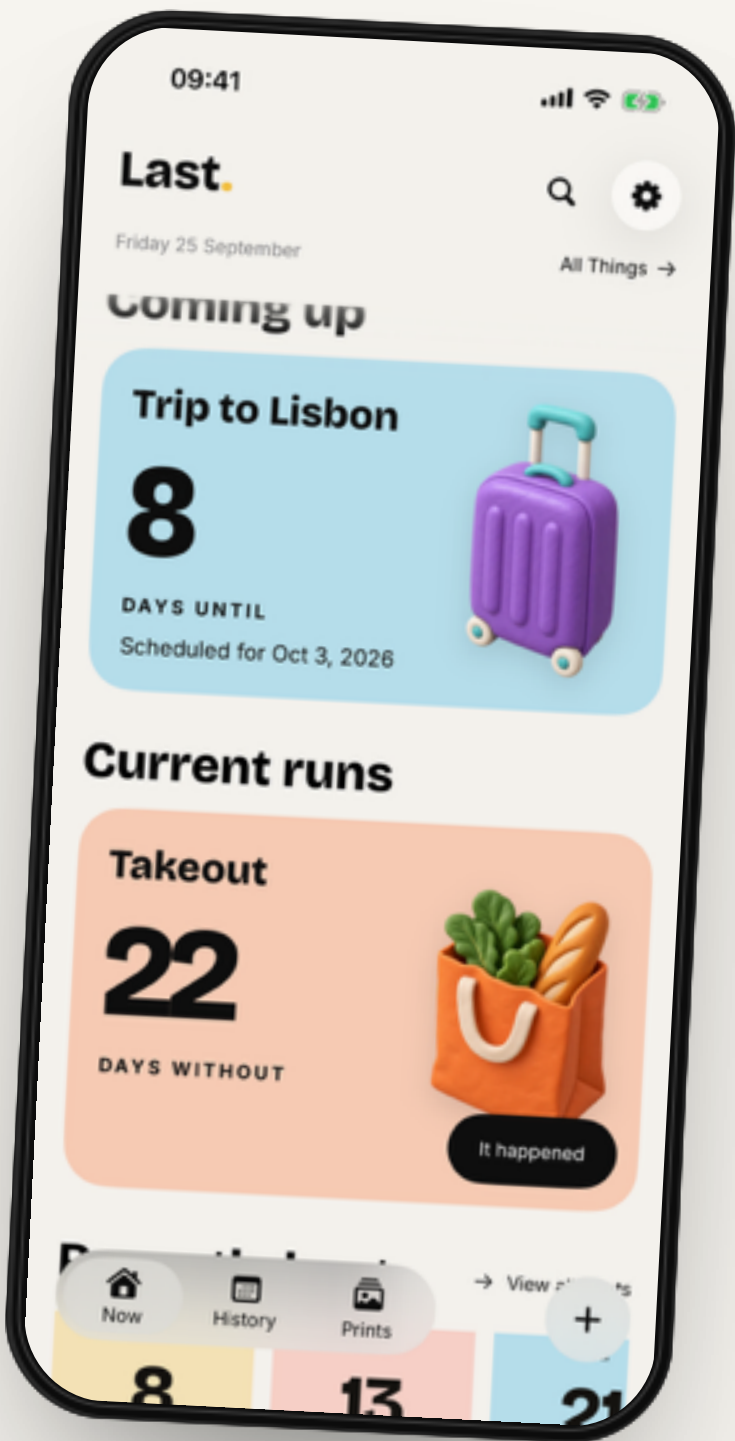
Your counters are none of our business.

There's no account to create and no ads. Nothing is tracked across other apps. Counters live on your iPhone; members can turn on sync through their own private iCloud database, or keep everything on-device only.



What's new.

UNTIL	Countdowns, all-day or timed, time-zone safe, with confirm-it-happened
WITHOUT	Days-without runs with a Run Rhythm, milestone prints and correctable history
HOME	A new Home: quick record, Coming up, Current runs, Recently kept
CALENDAR	Upcoming countdowns on your calendar; a memory sheet for every moment
REMINDERS	Optional nudges for each mode, never a daily check-in
EVERYWHERE	Widgets, Apple Watch and Live Activities for all three modes
IPAD	A dedicated iPad layout
LANGUAGES	Seven languages, with an in-app language choice
PRINTS	New poster treatments



PRICING AND AVAILABILITY

Free to start. No ads.

	Free	Last Plus US\$2.99 a month, or US\$19.99 a year with a 7-day free trial	Last Lifetime US\$59.99, one time
Things	Up to 7	Unlimited	Unlimited
Since, Until, Without · clay and colour	✓	✓	✓
History	Current month, latest 7 resets	Everything, plus Gap Rhythm and Year view	Everything, plus Gap Rhythm and Year view
Prints	Spotlight	Every print and style, high-res and video export	Every print and style, high-res and video export
Widgets	Selected widgets	Every widget	Every widget
iCloud sync	—	✓	✓



Last. is an app for iPhone, iPad and Apple Watch that answers "when did I last...?". It counts the days since the things nobody's counting, counts down to the days you're waiting for, and counts the runs you're proud of, turning every reset into a collectible clay-style print. It is made by independent developer Bami O.

PRESS	bamisticomo@gmail.com
MAKER	Bami O. · x.com/hey_bami
APP STORE	apps.apple.com/app/id6804550607
ASSETS	Logos, icon, screenshots, prints and compositions: lastdayssince.app/press
SOCIAL	@lastdayssince