Pushanova

Fact sheet for press. November 11, 2026.

Quick specs

- **App:** Pushanova
- **Developer:** Gene Bogdanovich, a solo independent iOS developer
- **App Store names:** Push Up Counter: Pushanova (United States) · Press Up Counter: Pushanova (United Kingdom) · Liegestütze: Pushanova (Germany)
- **Platforms:** iPhone, iPad, and Apple Watch
- **Systems:** iOS 17.6 or later · iPadOS 17.6 or later · watchOS 10.6 or later
- **Category:** Health & Fitness, also listed under Sports. Age rating 4+.
- **On the App Store since:** July 27, 2023. Current version 2026.11.1, released November 10, 2026.
- **Localizations:** 56, including regional varieties
- **Download:** Free. No account. No ads.
- **Website:** https://pushanova.com, branded on-site as Club Pushanova
- **App Store:** https://apps.apple.com/app/push-up-counter-pushanova/id6451240468

Summary

Pushanova is a push-up training app for iPhone, iPad, and Apple Watch. It counts repetitions for a program toward 100 push-ups, or for Freestyle, a workout with no preset plan, and it has no account, no ads, and no leaderboards.

Features

- **Front camera on iPhone and iPad.** Place the device on the floor and do push-ups toward the front camera. Counting does not take, save, or upload photos or video.
- **Apple Watch, on its own.** A custom model on the Watch counts push-ups from wrist motion, including on a bench or a bar. The workout can start and finish on the Watch while the iPhone is in another room. The model counts repetitions. It does not coach form.
- **One workout on iPhone and Apple Watch.** Start on either device. The Watch can count while the iPhone shows the same session, and the count, sets, pace, and rest stay in sync. iPad does not share a live workout with Apple Watch.
- **Heart rate.** Heart rate can come from Apple Watch, a Bluetooth heart-rate monitor, or compatible earbuds. AirPods Pro 3 and Powerbeats Pro 2 can supply it on iPhone with iOS 26 or later, and on iPad with iPadOS 26 or later. The earbuds do not count push-ups.
- **No public ranking.** There is no leaderboard, social feed, or comparison with other people. Workouts stay on the user's devices and, if iCloud is on, in that person's iCloud.

Price

The download is free. Levels 1–10, Freestyle, counting, and the workout log are included. Pushanova Premium unlocks levels 11–50, a workout calendar, weekly comparisons, detailed charts, and extra pace, cadence, and heart-rate detail for each workout. Premium is a yearly subscription or a one-time lifetime purchase.

Prices are set separately for each country. The App Store shows the local price before purchase.

- **United States:** $5.99 a year, or $12.99 lifetime
- **Germany:** €6.99 a year, or €14.99 lifetime
- **United Kingdom:** £5.99 a year, or £12.99 lifetime

Founder

Gene Bogdanovich is a solo independent iOS developer from Eastern Europe. He released Pushanova in July 2023 and is interested in health, fitness, and education. He built it as a calm, inclusive alternative to gamified or hyper-competitive fitness apps.

Press

- **Press email:** info@genebogdanovich.com
- **Customer support:** help@pushanova.com
- **Review code:** PRESSPUSH

PRESSPUSH is one free year of Pushanova Premium. The year does not renew. On iPhone, open Pushanova Settings and tap Redeem Offer. On iPhone or iPad, this link unlocks it in one tap: https://apps.apple.com/redeem?ctx=offercodes&id=6451240468&code=PRESSPUSH. Apple Watch cannot redeem a code. The code is for review. Please do not publish it.