

FOR RELEASE 8/11

## URBAN EXPLORER APP PROXIMITIPS FINDS ITS WAY TO THE ANDROID MARKET

**Hyper-local app, offering deals and discounts based on location arrives on Android after successful iOS launch**

**Name:** *Proximitips*

**Quick pitch:** *First and largest aggregator of local deals, SoLoMo services, relevant hyper-local news and information enhancing the customer purchase experience, as well as helping them to explore new areas and interact with the people around them..*

**Key features:**

- *Get the best offers from bars, shops and restaurants all based on your location*
- *Book a table at a restaurant or ticket for a event all from within the app*
- *Social integration with Facebook, Twitter, Flickr and Instagram so you can find out where's best to go based on reviews and images posted by fellow users. The background changes according to where you are.*
- *Use the app to find and best products and deals nearby, browse the offers of local shops and buy them directly from Proximitips*

**London, UK, 8<sup>th</sup> November 2011:** Following a successful launch on iOS, Proximitips has today launched on the [Android Market](#). Based on your location, Proximitips helps you find the best deals for bars, restaurants and shops in your local area and best of all it can save you a boat load of money.

With information gathered from nearly a thousand areas across London and covering around a 125 million places of interest, Proximitips is the essential app for the urban explorer. This app offers discounts, promotions and direct bookings from a number of popular outlets all based on a user's specific location.

In Soho having a drink after work and want to head somewhere for a bite to eat later? Proximitips gives users all the deals from local restaurants close to their location, all at the touch of a button.

At home on a Saturday afternoon and want to do something fun nearby? Proximitips keeps you updated on events and the trending spots around you. You can see what people are talking about by looking at location based tweets.

The back-end technology of the application empowers an enhanced algorithm to optimise the feed of information based on location, interests of customer and the navigation through the multiple feeds aggregated by the app. A new feature in the Android version of the app allows you to travel 'virtually' to different locations and explore the area of your city that you don't know. You can even plan your trips with the app providing relevant suggestions of where you're going.

Proximitips is an interactive magazine app that will keep you updated on what is happening around you. As well as directing users to events and entertainment close to their location, Proximitips' social functionality means you can update your Facebook status, search for keywords via Twitter and post images using Flickr.

*"We've experienced huge success since we launched Proximitips on the iPhone and iPad back in August", commented Stefano Diemmi, Head of Proximitips. "The Android platform is undoubtedly the place to be and we're delighted to offer users all of the features Proximitips has to offer such as relevant news, deals and tips based on their location. Proximitips is perfectly poised to catch the convergence of social media, location-based services and mobile commerce."*

Stefano Diemmi will be taking part in two panel sessions at the [Local Social Summit](#) in London on the 9<sup>th</sup> and 10<sup>th</sup> of November. The first, '[The Right Time: How The Real-Rime Web Influences The "local" World](#)', will look at the birth of new user services business opportunities created by social networking and mobile device ubiquitousness. Diemmi will then participate in the 'Café Culture: SOLOMO Innovative Apps' panel, showcasing the Proximitips app.

The app is free to download and is available from the [Android Market](#), and the [Apple App Store](#).

#### **About Buongiorno**

Buongiorno is known in the worldwide mobile ecosystem for developing and managing paid apps and content that help consumers get greater enjoyment from mobile devices. With direct connections to more than 130 telecom operators in 25 countries, over 10 years experience and a team of 850 professionals, Buongiorno makes the mobile internet experience happen. In 2011, Buongiorno has undergone a refocusing change, materialized via the acquisition of Dada.net and the spin-off of the majority of its B2B business. Today Buongiorno concentrates exclusively on delivering a top notch mobile entertainment experience to end consumers and is investing heavily in the marketing of a few high-potential businesses, based on paid content on mobile. Furthermore Buongiorno is investing heavily in a few high-potential businesses, in the paid content and mobile payments solution area: Cashlog.com and eGaming portal Winga.com. Buongiorno is headquartered and listed in Milan, Italy (FTSE Italy STAR: BNG).

For more information about Buongiorno and Proximitips, please visit [www.proximitips.com](http://www.proximitips.com) and [www.buongiorno.com](http://www.buongiorno.com).

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