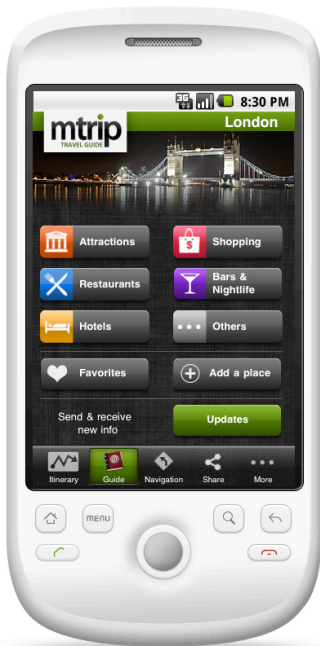


MTRIP LAUNCHES INTELLIGENT TRAVEL GUIDES ON ANDROID DEVICES

mTrip travel guide publisher enhances its offering with expansion onto new mobile platforms

MONTREAL, QC – DECEMBER 15, 2010: Today mTrip Travel Guides unveiled its app to users with mobile devices powered by Google’s Android mobile platform. The app is offering Android users a new way to plan their itineraries, navigate their trips and share their travel experiences with others. The mTrip Travel Guide apps deliver information on thousands of attractions, restaurants, bars, hotels and shopping destinations, with offline mapping, directions, trip planning, augmented reality and trip sharing. The Android versions of the mTrip apps are available for download from Google’s Android Market.

Development of the Android app began quickly after the iPhone and iPod Touch version six months ago due to the positive response from travelers. mTrip hit the ground running with its developers and beta-testers to create what is already available on the iPhone and iPod version, specially adapted to Android devices. “We saw such a positive response from travelers and the need for expansion onto other mobile devices,” says Frederic de Pardieu, CEO of mTrip. “ We are excited to bring this helpful travel tool to a whole new market of Android users,” says de Pardieu.



What’s on mTrip Travel Guides for Android?

- The **mTrip Genius** – **Automatically creates personalized trip itineraries** based on travel interests (attractions, monuments, parks and religious sights), trip dates, accommodation, pace preference and the ratings of other travelers.
- **Travel guide** with attractions, monuments, restaurants, hotels, bars, shopping and other destinations
- **Ratings, reviews & pictures** contributed by experts and travelers
- **Augmented Reality** with points of interest super-imposed onto ones phone
- **Offline map & location-based navigation** by foot or subway
- Sharing **e-postcards** via Facebook & email
- **Free daily updates**
- **No internet connection required** (except sharing and updates)

mTrip Travel Guides is available for twenty cities: Paris, London, Amsterdam, Berlin, Barcelona, Madrid, Munich, Moscow, Rome, Venice, Vienna, Istanbul, Dublin, New York, Chicago, San Francisco, Washington, Singapore, Tokyo and Shanghai. The guide is offered in five languages (English, French, German, Spanish and Italian) to accommodate a wide range of travelers who speak different languages.

The Android travel app is the latest in a series of developments that mTrip has been working on. Learn more about mTrip’s new Android travel guide app and the other [travel guide apps](#) for iPhone and iPod Touch at <http://www.mtrip.com> For more information or to test the app, contact mTrip at press@mtrip.com



Available Platforms:

iPhone, iPad, iPod Touch

<http://www.mtrip.com/travel-guide/iphone>

Android 2.1 +

<http://www.mtrip.com/travel-guide/android>

Available City Guides:

London, Paris, Amsterdam, Berlin, Rome, Venice, Barcelona, Madrid, Moscow, Dublin, Istanbul, Munich, Vienna, New York, San Francisco, Chicago, Washington, Shanghai, Tokyo and Singapore

Available Languages:

English, French, German, Spanish, Italian for European cities and Japanese for New York

Price per destination:

\$5.99 - £3.49

mTrip - Press Center

- Demo Video
- Screenshots & Logo
- Press releases

<http://www.mtrip.com>

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ABOUT MTRIP TRAVEL GUIDES

mTrip publishes intelligent travel guides for smart phones and portable devices, like iPhone, iPad, iPod Touch & Android.

Combining expert content from Falk CIS, user-generated content from world travelers, user-friendly functions and advanced technologies from the latest smart phone developments, mTrip is positioned to be the leader in travel guides for mobile devices.

<http://www.mtrip.com>

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