

## MTRIP OFFERS WHITE LABEL CITY GUIDES FOR TOURISM BOARDS

*A new & exciting way to promote your city to visitors!*



**MONTREAL, QC – JUNE 2, 2011:** [mTrip](#) has unveiled a new way for tourism boards to promote their cities to travelers by offering white label city guides on iPhone and Android. Local tourist offices are taking mTrip's technology to create customizable city guides for their visitors' mobile devices. This is a new and unique way for tourist offices to promote their cities and provide visitors with an exciting way to get around during their travels.

One of the cities to use mTrip's white label technology is Trondheim, Norway. The tourism board wanted to find a way to create more visibility for its city, which is why they adopted mTrip, a commercial city guide app with over 800,000 downloads. At the onset of the Trondheim Guide launch, the app took first place for travel in the Apple App Store and is doing very well due to the visibility. *"When the Trondheim Guide was launched early May 2011 we immediately got very good feedback from the app users and I think mTrip deserves most of that credit due to the quality of their software. I wouldn't hesitate to recommend the app or working with mTrip to other tourism boards,"* says Pål Sommersteth, Project Manager – City of Trondheim.

### **Why tourism offices should adopt the mTrip app.**

- Cutting edge technology to promote a city
- International exposure and greater visibility in social networks
- Forming great relationships with tourists
- Customizable application for each city, with ability to add new features
- Features like: mTrip Genius, Offline Routing, Augmented Reality, Sharing and more
- A new Web App, allowing travelers to publish & share their trips with friends online
- Simple & fast implementation
- Available on iPhone, iPod Touch & Android
- Eight languages included and the ability to add new ones

Tourism boards have access to mTrip's content management system, which they can use to administer their travel content as well as users feedback. mTrip offers to synchronize the application content directly with the cities existing systems. Content is updated daily on the visitor's handset.

"Mobile technology is increasingly being adopted by tourist offices and the corporate travel industry as a way to offer travelers a new way to get around," says Frederic de Pardieu, CEO of mTrip. "This is being done with mobile itinerary management, map localization, augmented reality, unique travel content and sharing. This new way of promoting cities is all due to the growth in smartphone usage by tourists, which is why we have taken the commercial version of our app and developed a way for tourism boards to use our technology. We are offering a completely customizable application so cities can add new features if they wish," says Frederic.



Trondheim white label app on iPhone:

<http://itunes.apple.com/app/trondheim-guide/id435101762>

Trondheim white label app on Android:

<https://market.android.com/details?id=com.mtrip.Trondheim>

For more information on the white label app visit <http://www.mtrip.com/tourism-boards/>

For information on mTrip's commercial app visit: [www.mtrip.com](http://www.mtrip.com)

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"These next-gen travel guides can take care of stress-inducing itinerary planning.

**THE WALL STREET JOURNAL**

"It uses the latest in smartphone technology to make it easier to stay on track in a foreign locale."

**AP** Associated Press

"mTrip: an innovative mobile tourist guide"

**TechCrunch**  
FRANCE 

"...will create a personalized itinerary, with walking or mass transit directions... offline"

**The New York Times**

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**ABOUT MTRIP TRAVEL GUIDES**

mTrip publishes intelligent travel guides for smartphones and portable devices, like the iPhone, iPod Touch, iPad & Android. Combining expert content, user-generated content from world travelers, user-friendly functions and advanced technologies from the latest smartphone developments, mTrip is positioned to be the leader in travel guides for mobile devices.