

Intown Mobile Set to Lure Visitors in a Geelong Region First

GEELONG, Australia – June 11th 2011

Popular local tourism website www.intown.com.au today launches the Geelong region's first tourist information guide and App especially catering for Smart Phones. Known as Intown Mobile, it adds to Intown's established suite of products promoting the best of our city and surrounds.

Intown.com.au has been passionately promoting the Geelong region for more than a decade. Founded in 1998 and operated by Geelong locals Gary Watts and David Stonehouse, Intown attracts thousands of visitors both locally and from around the world looking for events, things to do and information on the Geelong, Bellarine, Surfcoast and Great Ocean Road region. With today's launch of the Geelong region's first guides specifically designed for smart phones Intown is promoting our city to an even broader audience with the aid of the latest of trends and technologies.

Intown Mobile is accessible using the popular platforms of smart phones including iPhone, Windows and Android devices. It can be accessed at m.intown.com.au by using either Wi-Fi internet or a 3G data connection. A dedicated standalone version is also available free as an App from the Android Market (<http://bit.ly/obvGh8>) with other platforms to follow shortly. The App version works without an internet connection making it ideal for international tourists who may have very little or no internet access on their phones while visiting.

"Smartphones are the currently the world's fastest growing technology and with Intown Mobile, we are now tapping into this huge market to promote our great city of Geelong and what our magnificent region has to offer" said Mr Stonehouse.

Intown Mobile is an easy to navigate and use, it features highlights of Geelong, major townships around the region, Geelong's major events, maps and much more. Intown Mobile also fully integrates with the hugely successful intown.com.au website.

Intown is in the forefront of promoting Geelong and its region. Recently Intown joined the Social Network with Twitter and Facebook and now it is taking things a step further with today's launch of Intown Mobile, which now puts 'Geelong in your Pocket'.

intownentertainment

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About Intown

The Intown Network was launched in 1998 and Geelong owned and operated by Gary Watts and David Stonehouse. Intown Entertainment operates a suite of web based products including www.intown.com.au, - www.happyjappy.com , www.hoppsy.com, www.tripandom.com, wokme.com, for more information please contact info@intown.com.au

For more information including images visit the 'news' section at www.intown.net.au



Intown Mobile
Android App

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