

PRESS RELEASE

Departments: Tech, Digital Lifestyle, Travel, Mobile, iPhone



Mobile travel guide: tripwolf for the iPhone

Avoid roaming charges when you travel: tripwolf.com starts a free world travel guide for the iPhone

Vienna, June 9, 2009: The online social travel guide tripwolf [<http://www.tripwolf.com>] launches the first iPhone application for travelers enabling them to search and download professional, up-to-date travel information before and during their travels.

The **tripwolf iPhone application** [<http://www.tripwolf.com/en/page/iphone>] allows users to search and download over 400,000 destinations worldwide and combines travel information from **professional travel guides** such as “Marco Polo” and “Footprint” with the cumulative knowledge of over 18,000 tripwolf members. The tripwolf iPhone application is available for free and can be used by anyone. Users can search the globe, download city guides to use online or offline, flip through thousands of sights, restaurants, hotels and much more. tripwolf members however receive additional benefits such as automatic synchronization of their scrapbook, easy access to their favorite places, uploading pictures and a quick add to favorites feature. The application is currently available in **five languages** – English, German, Spanish, French and Italian – in any part of the world.

With the tripwolf iPhone application, users can gather all the professional **travel information** currently available on the iPhone without the need to be constantly connected to the Internet. Travelers can research all their travel information on tripwolf.com, add it to their scrapbook and automatically synchronize it with their iPhone by simply logging onto their tripwolf account. Users can now simply search relevant travel information on their iPhone or use the easy “Locate Me” feature – by shaking the iPhone, the application offers recommendations close by.

The tripwolf iPhone application also allows users to choose how much information they want to use offline and also takes different network connection speeds into consideration. Users have the choice of downloading either text only or the whole package that includes pictures. All the functions within the application can also be performed offline and seamlessly synchronize with the tripwolf platform once an Internet connection is found.

“The possibility of using the tripwolf iPhone application offline was extremely important to us. We wanted travelers **not to worry about paying high roaming costs**”, Sebastian Heinzl (<http://www.tripwolf.com/en/traveler/user/10/sebastian>), CEO of tripwolf explains, “while still being

able to access their personalized tripwolf guides and benefit from location based interactivity.” Collaborating for several months with Salzburg Research, an Austrian research organization focused on innovative mobile solutions, the entire team is excited to finally offer the innovative iPhone tripwolf application.

Alexander Trieb (<http://www.tripwolf.com/en/traveler/user/78/alex>), the tripwolf co-founder responsible for the implementation of the iPhone application, says: “Thanks to Nicolas Göll and his research team in Salzburg we really pushed the boundaries of the iPhone platform. By offering the tripwolf iPhone application we are taking the logical next step in the evolution of travel guides: Beyond the book.”

The tripwolf iPhone application is the seamless connection between tripwolf.com and the iPhone – so if it’s shopping in Berlin (<http://www.tripwolf.com/en/guide/show/3204/Germany/Berlin>), vodka-sipping in Moscow (<http://www.tripwolf.com/en/guide/show/12500/Russia/Moscow>), a visit to Montevideo (<http://www.tripwolf.com/en/guide/show/13177/Uruguay/Montevideo>) or crazy night-life in New York (<http://www.tripwolf.com/en/guide/show/5026/USA/New-York-State-NY/New-York-City>), tripwolf users can always find their way around.

About tripwolf.com

tripwolf.com is a social online travel guide available in five languages – English, German, French, Spanish and Italian. What makes it special is the content mix: professional editorial from print travel guides like “Marco Polo” and “Footprint” paired with user generated content by users from all over the world. Users can add personal blog posts, ratings and photos to about 400.000 different destinations worldwide. Users can use the entire data available of www.tripwolf.com on the iPhone application and have the choice between on- and offline access.

About Salzburg Research

Salzburg Research Forschungsgesellschaft is the non-profit research organisation of the State of Salzburg. It conducts applied research and development in the field of information and communication technologies (ICT) in the fields of Digital Media, eCulture, eTourism and EduMedia. The department for “mobile and web-based information systems (MOWI)” under supervision of Nicolas Göll is in charge of the technical development of the application.

Media Contact

Adena Harford

a.harford@tripwolf.com

+1 207 332 7338