

Cellflare™ 3.0 Launches in Apple's App Store



FOR IMMEDIATE RELEASE

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Location-based services (LBS) company **Cellflare** has launched Version 3.0 of their GPS mobile application in the **Apple's App Store** for the **iPhone(TM)**.

For the release of 3.0 **Cellflare** has redesigned the interface, graphics and registration process to create ease of use, clearer presentation and increased functionality. Key new features for **Cellflare** are **Friends on the Map** and in addition **Cellflare** has improved the efficiency of its core tracking program which should allow for longer battery life.

With **Friends on the Map**, users will now be able to follow and track all of their friends from their mobile device.. The information presented includes a photo or avatar of their contacts, their position, and average speed in real time. This will allow for Friends meet up with no more missed rendezvous that have plagued some location based services.

Cellflare Messenger will allow "one to one" "Instant Message" conversations across multiple devices. The user will be able to click on their Friends on the Map and initiate an **Instant Messenger** conversation via **Cellflare Messenger**.

Apple's App Store recently topped three Billion downloads and is available to iPhone and iPod touch customers in 77 countries worldwide

The Cellflare application uses your mobile devices GPS system to locate you and your contacts on the move in real time. The application already boasts features such as the **Quick Locate PIN**, **GeoFencing**, **eCouponing**, **real-time history** and **speed function** functionality. **Parental Lock** was added for Version 2.0. To download **Cellflare 3.0** directly to your iPhone go to the **Apple's App Store** <http://bit.ly/5QuDQE>.

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About Cellflare Inc.

With headquarters in Toronto, Ontario Canada, Location-based Service Company **Cellflare** combines expertise and creativity with innovations in mobile technology.

For more information or to inquire about Reseller Opportunities - visit <http://www.cellflare.com> and follow us on **Twitter @cellflarenews**

SOURCE: Cellflare Inc.

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Tags: **Cellflare, LBS, location-based service, GPS, iphone, 3.0**

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