

## Cellflare™ 3.1 Update Launched in BlackBerry App World™



### Free GPS Mobile Application Adds Virtual Mouse and Proximity Marketing Notifications

#### FOR IMMEDIATE RELEASE

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Location-based services (LBS) company **Cellflare** has launched Version 3.1 of their GPS mobile application in [BlackBerry App World™](#) for the **Blackberry®**. Cellflare has added a Virtual Mouse on the map and a numbered indicator on the main screen when an IM arrives. Cellflare can now also deliver relevant notifications and opt-in content based on the users location including coupons.

**Cellflare 3.1 BlackBerry®** includes a location based Mobile Proximity feature which will push opt-in content to a Cellflare user when they are within a predesignated distance of a location. The content can include, a coupon, voucher, menu or many other options. The Notification can include real time information from the location, which results in a more rewarding experience for the User.

Cellflare Inc. Managing Director Keith Tsao says “Our whole staff at Cellflare is through the roof, with the value we can deliver for our users with Mobile Proximity notifications”.

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 **Friends on The Map, Cellflare Messenger, Quick Locate PIN, GeoFencing, eCoupons, real-time history and speed function** functionality. To download **Cellflare 3.1** directly to your **Blackberry** go to the [BlackBerry App World™](#) to download.

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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 Proximity Marketing - 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, Blackberry, BlackBerry App World**

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