

Cellflare™ In The News: On In The TechKnow April 2nd



Cellflare™ 3.1 Updates Featured On Internet Radio Broadcast

FOR IMMEDIATE RELEASE

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Cellflare spokesperson Kelvin Edmondson will be featured on In The TechKnow this Thursday, April 2nd at 6:00 PM (EST) on www.talktainmentradio.com. Mr. Edmondson will be discussing the recently launched Version 3.1 updates for iPhone and Blackberry of the **Cellflare** GPS mobile application. **Cellflare 3.1** 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. The upcoming release of a branded version of the **Cellflare** application will also be discussed, and how advertisers can use this to their advantage.

In the TechKnow is a new live talk-show hosted by Trent McMurray and Christopher Lockhart. This new one hour talk show will air on Thursday Nights at 6:00PM (EST) on the Columbus, Ohio based <http://www.talktainmentradio.com>.



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™](#) or for your iPhone go to [Apple's App Store](#).

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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, Mobile Proximity, In The TechKnow**

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