

## Cellflare™ 3.1 Update for iPhone Launched in Apple's App Store



### Free GPS Mobile Application Adds Proximity Marketing Notifications In iTunes

#### FOR IMMEDIATE RELEASE

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Location-based services (LBS) company **Cellflare** has launched Version 3.1 of their GPS mobile application in **Apple's App Store** for the **iPhone™**. Cellflare can now deliver relevant notifications and opt-in content based on the users location including coupons.

**Cellflare 3.1** for **iPhone™** 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 "The high value content that can now be delivered makes the Cellflare experience even more gratifying for the user". Mr. Tsao added "the recent Cellflare piece on Discovery Channels Daily Planet illustrated how effective it can be".

**Cellflare** recently released Version 3.0 with key new features for **Cellflare** are **Friends on the Map** and **Cellflare Messenger**. With **Friends on the Map**, users will now be able to follow and track all of their friends from their mobile device. **Cellflare Messenger** will allow "one to one" "Instant Message" conversations across multiple devices.

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 3.1** 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 Proximity Marketing - visit <http://www.cellflare.com> and follow us on **Twitter** [@cellflarenews](https://twitter.com/cellflarenews)

SOURCE: Cellflare Inc.

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Tags: **Cellflare**, **LBS**, **location-based service**, **GPS**, **Mobile Proximity**, **iTunes**, **iPhone**, **Apple App Store**

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