

# Cellflare™ 3.2.2 Update Released in BlackBerry App World™



## Full BIS (Blackberry Internet Service) Support Added To Cellflare™ Version 3.2.2

### FOR IMMEDIATE RELEASE

Toronto (Canada) – August 10, 2010

Location-based services (LBS) and mobile application development company Cellflare today announced the release of Version 3.2.2 of the Cellflare GPS mobile application in BlackBerry App World™ for the BlackBerry®. Cellflare has added full BIS (Blackberry Internet Service) support for their mobile application in this release.

Cellflare 3.2.2 for 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 mobile application will be the exclusive mobile application servicing PPI Group's highly successful onboard Port Shopping Program Worldwide featured on over 70 Cruise Ships worldwide. The program will launch in late August in time for the Fall Caribbean season.

“By adding the BIS support for Cellflare, we have alleviated the difficulties some of our CDMA users where experiencing accessing the GPS chip on their device” Keith Tsao, Cellflare Managing Director stated. “We believe this to be a great upgrade for our users, especially with the upcoming launch of the PPI Group program in August” he further stated.

**Cellflare Inc.** the mobile application developer recently announced its ability to deliver custom Mobile application development including the latest in geo-locating features. The Domino's Pizza mobile application is the first in a series of applications coming to market. The custom development also includes the location based Mobile Proximity Marketing feature which will push opt-in content to a Custom App user when they are within a predesignated distance of a location. The content includes 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 the custom version of the Cellflare application also contains a GPS-enabled enhanced store locator to help drive sales and customer satisfaction. Utilizing these tools within the mobile experience will help with the goal of improving acquisition, conversion and retention rates.

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, eCouponing, real-time history and speed function functionality. To download Cellflare 3.2.2 directly to your BlackBerry go to the BlackBerry App World™.

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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, Mobile Proximity Marketing, BIS, BlackBerry Internet Service, GPS, 3.2.2**

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