

PRESS RELEASE - LAUNCH OF FIRST EUROPEAN MOBILE CITYBLOG NETWORK BY LOCALS

Amsterdam, Netherlands – August 4, 2009 – Spotted by Locals, a network of cityblogs by locals in 22 cities in Europe, has launched a lightweight and very fast mobile version of all their websites, enabling its visitors to search for local tips on their mobile device while on the road.

More and more travelers using internet abroad

Spotted by Locals has seen an increasing amount of visitors access its cityblogs abroad. Visitors increasingly comment on articles on the cityblogs while abroad, or leave a message on one of Spotted by Locals' 23 Twitter channels (e.g. <http://twitter.com/localamsterdam>).

Research also shows mobile internet access is increasing rapidly. 13% of Western European consumers (source: Forrester, July 2009) and 23% of American consumers (source: Pew Research, April 2009) now access the internet on their mobile device. Forrester (July 2009) predicts that by 2013, there will be 2.2 billion Internet users in the world.

Costs for mobile internet abroad increasingly lower and transparent

Accessing the internet on a mobile device when abroad is currently still relatively expensive. However, more and more mobile phone operators are slashing roaming costs and making them more transparent. Vodafone for example, offers customers traveling across Europe to access the Internet from their mobile phone for £4.99 per day for up to 25MB of data.

Spotted by Locals' mobile cityblogs use fewer images than the desktop/laptop version. This makes them much faster to use, and cheaper when used while roaming abroad.

Mobile Google Maps leads you to the best local spots!

On the mobile cityblogs, visitors can search for spots in specific category (like bars, restaurants, clubs, museums, shopping and places to relax) or spots within a specific neighborhood. Google Maps are provided with every article, and work seamlessly with GPS- and Google Maps-enabled phones (like the Apple iPhone, or Google Android devices).

There is no special URL mobile users have to remember. Spotted by Locals' software, developed by www.d-media.nl, recognizes mobile users, and presents them the mobile interface. Visit www.SpottedbyLocals.com to see how it works!

About Spotted by Locals

Spotted by Locals was started in 2008 by avid travelers (and married couple) Sanne & Bart van Poll. It is the first cityblog-network with handpicked bloggers who write about spots and pass on travel tips from a personal and local perspective, in the English language. It has recently launched 20 European city blogs, and currently has 98 Spotters.

In October 2008 Spotted by Locals won the Mashable Open Web Award for best Travel website.

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For more information or to schedule an interview, please contact:

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