



With modomodo, Media World's best offers are straight on your mobile

[Media World](#) goes mobile to give its customers the chance to see the last leaflet promotions and find the nearest stores to buy special offer products.

The new service is available thanks to the agreement with [modomodo](#), the Italian company that has developed a solution that allows to bring contents on mobile and tie them with proximity services that improve the life quality of people using them.

Milan, December 17th 2009 – [Media World](#), thanks to the agreement with [modomodo](#), launches a new mobile service to be in touch with its customers wherever they are and inform them about new offers and promotions: just three clicks on your mobile are enough to glance through Media World leaflet straight on mobile display and find, following a proximity rule, the nearest Media World store to buy discounted products.

The new service on mobile uses Location Based Services (LBS) solution developed by modomodo using the positioning capabilities of an integrated GPS receiver, turning the mobile phone into a single point of access to various proximity services and mobility experiences.

You just have to free download modomodo client from Media World website <http://www.mediaworld.it/digital-tools/modomodo.php>. Once installed, the service will allow you to see on your mobile discounted products and promotions available in the different stores.

Thanks to the agreement with modomodo a similar service is available for [Saturn](#) customers. Saturn is the most recent chain of stores already successfully present in several European countries and in the most important Italian cities.

"modomodo has perfectly understood our needs" states Pinuccia Algeri, MEDIAMARKET Communication Director, "and has created a complete but simple and effective platform that has allowed us in just two weeks to provide anytime our customers with our leaflet contents and help them to find the nearest store in few quick passages. A perfect solution in Christmas time, when we are often wondering around looking for presents". "modomodo" adds Algeri "carries on our strategy to test innovative communication channels, that complete more traditional channels and allow us to reach our customers whenever and wherever in a multichannel point of view".

"Today communication channels between companies and consumers are well integrated: TV, radio, press, Internet, till typical leaflets, but above all probably mobile represents the most effective interaction way, because it's easy to use, immediate and especially usable almost everywhere without any restriction. But there are few companies that today haven't used the mobile in a not intrusive way, on the contrary MediaWorld has taken the advantages that modomodo solution can offer, that is to say it allows customers to receive details about promotions and where to find them whenever and wherever they want, in their favourite way" – says Fabio Maglioni, modomodo CEO. "This application future development is great and goes to services and contents personalization".

Besides promotions, modomodo solution permits to quickly identify the nearest Media World or Saturn store or megastore and to see on your mobile display the fastest way to reach them, starting from the very place you are standing.

If your phone is not equipped with a GPS receiver, you simply need to enter the name of the street where you to have literally on your hand all Media World information and promotions.

modomodo

Conceived, founded and based in Milan, **modomodo** is an Italian innovation company example combined to twenty years international business experience of its Management. **modomodo** mission is to be internationally recognized as the platform to provide proximity services on mobile phone in an easy, fast and qualified way. **modomodo** services are the solution to any need that arises from Corporations, Content Providers, Advertising Agencies, Communities. Wherever (near) and whenever (now) such need arises. Thanks to **modomodo** all the information, the opportunities, people and communities you want to stay in touch, are immediately available from your position.

For more infos about modomodo:

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