



modomodo: finding your new property has never been so easy

*Thanks to the agreement with [modomodo](#) – an Italian company that has developed a platform for geolocalisation services for mobile phones –and **Casaclick** – a property portal owned by Pirelli RE Agency- users will access to all the nearest Casaclick properties straight on their mobile*

**Milan, September 22nd, 2009** [modomodo](#), an Italian company that has developed a platform for geolocalisation services for mobile phones, thanks to an agreement signed with **Casaclick (www.casaclick.it)**, a property portal owned by Pirelli RE Agency, provides all the portal customers an innovative service that allows them **to localize and find all the properties localized in their favourite street.**

Users will be able to navigate with their mobile phones and search in Casaclick's listings thousands of residential, commercial or holidays properties that are the nearest to the chosen area thanks to a proximity criteria and see on their mobile all the details about the property and the fastest way to reach it from their current position.

This will allow the users to except in an easy and fast way all the properties they think are not interesting for them and select the nearest properties, all without their PC and while being far from home.

Just to give an example, if you are walking around Porta Venezia in Milan and you want to find sale or rental properties, thanks to modomodo service in few seconds, you will be able to access to all the listings and find the nearest agency for an immediate contact.

"The number of property portals are incredibly increasing and often when you are looking for a house to buy or rent you can only do searches for macro-zone" – stated Fabio Maglioni, modomodo CEO. "Now, thanks to Casaclick and modomodo collaboration, users will be able to find the property they are interested in, anytime, straight on their mobile and discover the ones which are nearest they want. Today you can look for the house of your dreams anywhere you are and as soon as you have five minutes!"

The new service on mobile uses Location Based Services (LBS) platform 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.

If your phone is not equipped with a GPS receiver, you simply need to enter the name of the street where you are and the service will show you with a list of properties.

It's a free service and it's accessible through a client you have to download once on your mobile and that will allow you to connect to all the contents and get all the proximity information anywhere and anytime.

In addition, thanks to modomodo, all the users that will subscribe to the mobile version of Casaclick service will receive other free public utility services. And for users that considers technology a way to keep and widen their circle of friends, modomodo offers **myPeople**, a service to create private lists of friends and stay in touch with people they love.

## **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 Location Based Services (**LBS**) provider for mobile phones. **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.

modomodo is **The Location Based Services provider** for mobile phones.

### **For more infos about modomodo:**

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