



modomodo: "Made in Italy" innovation at Barcelona Mobile World Congress 2010

modomodo enters in the "mobile technology temple" and presents the solution that delivers information whenever and wherever you need them, through just 3 clicks on your mobile.

*modomodo will be at the Hall 7I stand Z4
in the Innovation Zone, the area devoted to the most innovative applications*

Milan, February 1st, 2010 – [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 will attend to the next [Mobile World Congress](#) that will take place in Barcelona from February 15th to 18th 2010.

modomodo presence in the Innovation Zone (Hall 7), the area devoted to the most innovative mobile applications, confirms the excellence of modomodo technology in a truly innovative market segment in a moment of an important growth.

The solution developed by modomodo uses the positioning capabilities of an integrated GPS receiver or simply the input of the street where you are (Geocoding), turning the mobile phone – **despite its brand or telco operator** - into a single point of access to various **proximity services and mobility experiences**.

Since its very start in Italian market 12 months ago, modomodo has already signed some agreements with important companies that have chosen its solution to spread their contents in a quick and simple way, among them there are **MediaWorld, Casaclick (Pirelli RE Group), MyMovies** and **Cittàshop.it**.

At modomodo stand – **Hall 7I, stand Z4** - Fabio Maglioni, company's CEO and Luciana Chiappa, Marketing Communications Manager, will be happy to meet the journalist and show them a demo of the services and anticipate some news about new agreements with big Italian and International companies.

Here is the list of some of modomodo services now available:

- [Media World](#) has launched 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.
- [MyMovies.it](#), the most popular Italian website about cinema proposes its mobile version that enables you to **find and see straight on your mobile the movie and the cinemas just in the street you are**. Moreover you will be able to see on your display movie and cinema's details and the quickest way to get there.

- [Cittashop](#), the first Italian portal in which it's possible to find discounts just to print out and show while buying things and services in the main Italian cities, thanks to modomodo has an **innovative solution** that allows **to localize and see directly on your mobile all discounts offered by the shops located in the city area you want.**
- [Casaclick](#), 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 streets.** 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.
- [Tonight.eu](#) - thanks to Modomodo you have the access to Tonight service, a portal devoted to **restaurants, discos, events and night life** in general, straight on your mobile.
- [MyPeople](#) - 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.
- [FarmacieAperte.it](#) - modomodo solution on mobile finds immediately **the open pharmacies nearest to the street you are**, with address and opening time.
- [Apertodomenica.it](#) - Through just 3 clicks you can find straight on your mobile all the **Stores, Supermarkets, Brico stores, Electronics** that are open on Sunday, wherever you are and everytime you need them.

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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