

Cittashop goes mobile: from now on discounts are straight on your mobile phone

*Thanks to the agreement between Cittashop and **modomodo** – an Italian provider of Location Based Services software for mobile phones – consumers will be able to discover Cittàshop discounts, localize the nearest shops and easily get there, just with their mobile.*

Moreover, they will not have to print or cut the discount voucher, they will just show the shopping cheque on the display of their mobile.

Milan, July 7th 2009 – 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 has signed an important agreement with **modomodo**, an Italian company who has developed an innovative Location Based Services platform for mobile phones. This partnership between the two companies has generated 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**. Consumers will be able to navigate with their cellular and find out discounts and gift voucher offered by Cittashop to find the nearest shops, hotels, hairdressers, beauty centers, gyms and many others services, thanks to a proximity criteria, and see directly on the display of their mobile all the details about promotions and the fastest way to reach the shops.

Cittashop **service on modomodo is free** and accessible through a client to download on your mobile just once. This will allow to connect to contents and get proximity infos wherever (near) and whenever (now).

Just to give an example, if you are walking around near Porta Ticinese in Milan and you want to find out which shoe shops are offering discount vouchers, you just have to connect to Cittashop service simply clicking on **modomodo** icon on your mobile to start the inquiry: immediately you will have at your disposal all the promotions available in the area you are so you can easily reach the destination you want and get the discount just showing the discount cheque on the display of your mobile.

"The number of Italian people that buy, through their mobile, contents for their own mobile is dramatically increasing, about 13 million people last year, according to a research recently done by the Mobile Content & Internet Osservatorio of Politecnico of Milan. Actually Italy is leader in terms of use of mobile phones and sale of mobile contents" stated Fabio Maglioni, **modomodo** CEO. "All the analysts are unanimous in saying that the increasing diffusion of GPS embedded mobiles will bring an important spread of Location Based Services on mobiles. As a matter of fact, mobile consumers are searching for contents - information, experiences, services, emotions – that permit them the greatest interaction and that would be available whenever and wherever they need, in an easy and not intrusive way. That's exactly what **modomodo** offers: we provide a single point of access to various proximity services both public, that is to say accessible to everyone, and private, so accessible to a selected group of users"

"Cittashop.it provides real and guaranteed discounts, with more than 3000 promotions usable in thousands of shops all over Italy," underlines Piergiorgio Segre, Cittashop's CEO. "The collaboration with **modomodo** for the very first time brings localized discount vouchers on mobiles anticipating the most progressive countries in terms of technology" add Stefano Micheletta, Cittashop inventor, and Maurizio Giunti, Cittashop.it web administrator.

Cittashop service on mobile uses Location Based Services (LBS) platform developed by **modomodo** using the positioning functions of integrated GPS, external receivers or simple Geocoding to turn mobile phone into a single point of access to various proximity services and mobility experiences.

If your mobile phone has not a GPS device **modomodo** can also workout the position data through a manual input of the current street address to have literally in the palm of your hand all the shops that offer Cittashop discounts.

Moreover, thanks to **modomodo** all the users that will subscribe to the mobile version of Cittashop 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 a company model of Italian innovation combined with twenty years international business experience of its Management. modomodo mission is to be internationally recognized as the Location Based Service (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 very position. modomodo is **The Location Based Services provider** for mobile phones.

CittàShop

Cittashop.it is from 1999 the Italian portal for the diffusion of Discount Vouchers to print and spend in Italian cities shops. Cittashop.it was born in 1994 as a successful magazine sold in Milan newspaper kiosks. Cittashop.it is an idea, a new revolutionary way to buy a product or a service at special prices in the shops near you! With **cittashop.it** the shopkeeper brings new customers in his shop, while consumer saves money and gets to know new services.

For more infos about modomodo

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