

# Press release



*For immediate release*

**Contact person: Mark Robinson**

Company name: Appitecture, Inc.

Telephone number: 800.898.0032

Email address: [mark@appitecture.com](mailto:mark@appitecture.com)

Website address: [www.appitecture.com](http://www.appitecture.com)

## **Appitecture releases new mobile application for Ocean City, NJ**

**Silver Spring, PA, June 19, 2013** — Appitecture, Inc. has announced the release of their Location Based Marketing app for Ocean City, NJ. [Appitecture](#) develops apps for the iPhone®, iPad® and the Android® using the latest in Geo-Social Marketing technologies. The customer controls the content and the listing. Their business is listed, mapped, displayed directly on the user's smartphone, or tablet.

"The [app](#) is designed to provide visitors to Ocean City, NJ with a comprehensive guide to shops, stores, things to do, events and services." says Mark Robinson, VP of Business Development. "Businesses get a free listing with an option to upgrade to our premium service for an affordable monthly fee. They can create specials that promote sales, or coupons the end user can redeem."

One of the first businesses to sign up was the [Sunrise Café](#) on Asbury Ave. Owner RJ Idell, says "The app gives us the opportunity to promote our business with an easy to use guide for Ocean City. We see great value in delivering offers to our customers using today's technology."

The launching of the app for Ocean City, NJ is the result of many months of planning and development. "We can now rapidly deploy app products over pre-determined geographic areas, providing information based solutions for a wide variety of businesses and end user experiences." says Robinson.

"Smartphones are today's digital marketing delivery platforms. Customers will react in "real-time" where every person, place and thing will be geo-addressable. We make your business the center of attention, displaying your business in a unique way to thousands of potential customers. Apps are just one of the ways we communicate in today's marketplace."

### **About Appitecture**

Based in Silver Spring, PA., Appitecture, Inc is a business solutions provider. Developing apps for the smartphone marketplace and offering additional services for website design, print services and merchant cards services.