



For Immediate Release

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Fodor's Travel Announces Mobile Apps for New York City, San Francisco, London, Rome, and Paris

New York, NY (October 5, 2010) -- Fodor's Travel, the foremost leader in travel guidance, announces the release of five [mobile apps for iPhone](#) and iPod Touch featuring uniquely intuitive navigation of Fodor's recommendations, reviews and content. Created in collaboration with Square One Mobile, a Canadian-based developer, Fodor's apps are available for [New York City](#), [San Francisco](#), [London](#), [Paris](#) and [Rome](#).

These apps break from the marketplace standard, offering more than a straight translation of traditional guidebook content and layout. Fodor's has specifically curated its apps to provide info in a logical sequence—mimicking how travelers actually travel. Access to information can be determined by both the traveler's location and specific interests—users can slice, sort, and choose a property based on neighborhood, cuisine, activity, or proximity.

"Today's traveler wants to take a walk in say, New York City's Chelsea district and find the best BBQ, shopping, museums, coffee shops within a few blocks, while also planning their evening with friends in the Upper East Side—all at the touch of a finger and all with the assurance of a trusted partner in travel," says Fodor's Publisher Tim Jarrell.

Each city guide features a complete and up-to-date round up of the best things to do and see including:

- Easy-to-navigate listings of restaurants, hotels, shops, nightlife and attractions, including Fodor's Choice highlights, with multiple sort and search options
- Interactive maps allow users to filter nearby listings by activity, shopping, lodging, restaurant and 'What's Nearby'
- Offline maps let travelers navigate without expensive data roaming charges
- 'Bookmarking' and 'Field Notes' features allow users to flag their favorite activities and input comments, recording their most memorable moments

"Developing content to be rapidly accessible, sortable and mappable creates a better user experience," says Square One Mobile President Raffaele Freddi. "With these apps, the information travelers need while on-the-go is just a few taps away—and all in the palm of their hand."

[Fodor's iPhone apps](#), allow travelers to feel like they have a local expert guiding them every step of the way.

About Square One Mobile:

Square One Mobile is a Canadian-based software development company. With offices in Montreal and Vancouver, Square One is focused on the development of branded apps for mobile devices.

About Fodor's Travel:

Fodor's Travel, a division of Random House, Inc., is one of the world's leading providers of travel information. Covering over 300 destinations worldwide, Fodor's guidebooks and website, [Fodors.com](#), have provided the most up-to-date, accurate information for travelers for more than seventy years. Written by a team of over 700 writers located around the globe, Fodor's provides travelers with engagingly written, intelligently and accurately reported, and absolutely indispensable travel guidance.