

Attractions-Editor makes it easy to create tour guide apps or audio guides with Apmato

Publish smartphone Apps with ease for customers, visitors and tourists

Mobile World Congress, Barcelona – 27th February 2017: Apmato presents the apmato online mobile App CMS. The apmato system is very well suited for all kind of businesses that need to present concise information and enhance the communication with their customers. Targeted at retailers, visitor and shopping centers, exhibitions and events, regional boards and tourism organizations the system creates interactive guides (for example city guides or walking tours apps), center apps, audio guides, maps based tour planer and even outdoor activity tracker apps.

This service allows users to create, manage and publish mobile applications using template-based interfaces and will allow businesses to have their own white-labelled mobile presence at a much lower cost.

At this year's mobile world congress, apmato presents the new "attractions editor". This add-on to the CMS system allows the easy editing of points of interest to create apps that feature location based information.

An example use case is an audio and multimedia city guide, that plays audio information based on the location of the user and presents background information as text, image or video. The user can enjoy the sights and attractions while listening to background information on his iPhone or Android based smartphone. With the "attractions editor" the tourist board can create and edit new attractions, add text and image information, select the location on the map and save the new attraction to the app. Based on the apmato system, updates to the full native app can be published any time and are automatically downloaded to the smartphones of the users.

Another show case is the app "**Berlin MWC 2017**". The app is made to present mobile technology made in Berlin at the MWC 2017 was created and published within 2 days. It features background information on 18 companies from the region and on the start-up and mobile scene in Berlin. Participating companies can be contacted directly from the app and visitors have it easy to find the Berlin Brandenburg booth at the MWC 2017.

Clemens Grossman, CEO and co-founder of Apmato, said: "In a time where consumers live and interact on their mobile devices, it's becoming totally apparent that companies of all shapes and sizes need to offer them a branded mobile application. However, with business expenditure and budgets under pressure, it's easy to see why some companies have been unable to take this opportunity yet. This is why we have created Apmato. Our online CMS is not only easy-to-use and easily extendable depending on the experience of the user, but offers a low cost solution for any company new to the mobile application world. With our additional features such as multimedia content, offline maps, beacons and GPS support, multilingual application services and app store submissions, we are also taking away the strain and sharing their mobile journey."

Apmato will be giving live presentations of it's solutions at Mobile World Congress. You can find them in Hall 7 at the Stand 7.L51.

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About Berlin MWC 2017

Berlin MWC 2017 App – Web and Mobile Business in the Capital Region Berlin-Brandenburg at Mobile World Congress 2017. The app provides information about all participants and the Berlin-Brandenburg ict scene. Mobile World Congress 2017 takes place from 27. February to 2. of March 2017 in Barcelona. Available for iOS and Android systems.

Apple App store: <https://itunes.apple.com/de/app/berlin-mwc-2017/id1204844819?mt=8>

Google Play store: <https://play.google.com/store/apps/details?id=com.apmato.mwc2017>

Website: <https://www.apmato.com/mwc17>

About Apmato

APMATO | CMS for Apps – Everybody with an idea and the drive can create and maintain apps for mobile devices fast and at a low price. Berlin based TouchingCode GmbH showcases it's pioneering online service Apmato. The flexible and extendible Apmato system builds native mobile apps without the need to code for mobile devices based on iOS and Android and has specific featured to create apps for location an context based mobile experiences.

Website: <http://www.apmato.com>,

Twitter: <http://twitter.com/ApmatoTX>.

Hall 7 booth 7.L51

About Touching Code GmbH

Touching Code is a software development company that provides cloud services and mobile applications based on a sound background of more than two decades of business in the software industry. Our specialty is carrying out complex and innovative tasks in the field of international business where multi-faceted technical expertise and integration within the IT environment are paramount.

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