



## Leading LBS Innovator premieres mobile integration with 11870.com platform

**BARCELONA, March 25 2009:** GeoMe (GEOME Communications SL), a leading innovator in Location Based Social Networks incubated by the La Salle University Innovation Park in Barcelona, today announced an upgrade to its beta release launched in February 2009 with the inclusion of content from the online service guide **11870.com**.

This is the first mobile application launched worldwide that uses the API to provide **11870.com** geo-tagged content visible on a map to a global community of mobile users. "For GeoMe, it is strategically important to integrate with high quality content providers such as **11870.com** in each country where we are present. Our members use GeoMe to discover information related to their city, selecting points of interest according to one of the GeoMe moods" states Jordi Buges, GeoMe Technical Architect.

11870.com's website was created in 2007 and the company's shareholding is made up from the founders of idealista.com (Spain's leading Real Estate Portal), BBK, TopRural.com, employees and private investors. Its mission is to create a social network to discover and store information on sites and services in cities across the world.

**GeoMe** is a free downloadable mobile application that allows members to send messages tagged to a location directly on the map displayed on the screen and also search for points of interest by Mood category.



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