



## New Gay iPhone App: PinkMap! The global launch of a uniquely gay dating platform for iPhone

Essen, 26 October 2009 - [www.pinkmap.com](http://www.pinkmap.com) - A gay dating platform for iPhone, PinkMap! is now available for free download in the Apple App Store.

### Live Dating in Real-Time

Through the use of an interactive map, every PinkMap! user can view his surroundings in real-time. In addition to bars, clubs or saunas, one can also easily find and write to other users via the built-in live chat function.

PinkMap! chat works just like an instant messenger such as MSN or ICQ, yet remains discreet and completely anonymous.

Finding out more is only a click away. In addition to a personal profile with Wall, one can share information regarding age, appearance, occupation and sexual preference, and, of course, have unlimited photo upload and views. The Wall is visible to each user, upon which one can leave messages or add comments to existing entries.

The makers of PinkMap! have incorporated a new function called "Pink-Me", used for no-hassle chatting. From the PinkMap! push notification service, a user receives this information directly in real-time to his iPhone, even if the App has not been opened - like a text message, but free.

### Gay Location Guide

Naturally, PinkMap! also helps users in deciding where to go or meet up. The PinkMap! Location Guide shows where each party is and, better yet, who is already there and what is going on.

Also listed in the portable location guide are the trendiest bars, cafés, saunas and restaurants, everything to be found in one's immediate area - ideal for a fun, spontaneous nightlife. Should a PinkMap! user not be able to find, for example, his favorite club within the guide, he can create and add it himself, thereby suggesting to the PinkMap! team a new gay location.

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## **About LocaMap GmbH**

LocaMap GmbH was founded in Essen in 2008. Under the direction of business executive Johannes Tyra and other associates such as Dr. Achim Illner (financing), LocaMap! is well positioned and constantly being developed.

Located in a very unusual setting of the greater Ruhr River area, LocaMap! and team enjoy a view upon the former mining shaft tower and grounds of Zeche Zollverein. The UNESCO world heritage Zollverein, formally the “ world’s most beautiful shaft tower” - is today the most recognizable industrial landmark, and center, of the Ruhr River area’s creative economy. Young companies, agencies and artists bring a daily flow of fresh wind and entrepreneurialism to this popular destination.