



INTERACTIVE TRAVEL COMPANION



Mobile usage in 2013 almost doubled that of 2012 with Australians turning to their phones and tablet devices to access the internet even when a computer may be available.

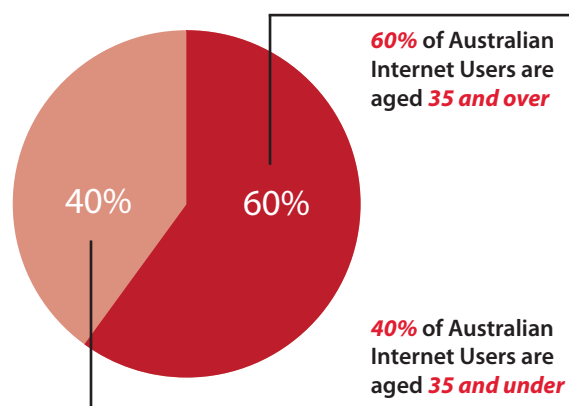
To capitalise on the growing mobile and tablet market, See It My Way has developed an interactive mobile application that is essentially the 'Swiss Army Knife' of Travel Apps.

The App is an Interactive Information and Travel Guide about the local region and it's attractions, heritage value, infrastructure, culture, events and business (both tourism and products/services).

See It My Way combines detailed information on Points of Interest & Historical Landmarks, including Overviews, Historical Timelines, Key Facts & Images. It also provides Directions & Self-guided Tours via a fully integrated, GPS powered map interface.

The TOP 10 activities undertaken by Australians using mobile internet

1. looking for maps and directions (67%)
2. looking for weather information (64%)
3. browsing news sites (59%)
4. looking for products & services (56%)
5. using a social network site (56%)
6. checking sports results (46%)
7. looking for suppliers (45%)
8. downloading a mobile app (42%)
9. using satellite navigation (40%)
10. downloading video content (35%)



AVAILABLE NOW!



COMING SOON!



COMING SOON!

Intuitive. Informative. Insanely useful. All in the palm of your hand.

Hundreds of points of interest to explore.

From tourist attractions, historic buildings and scenic lookouts to parks & gardens, activities, accommodation, food & dining and products & services. With detailed historical information, timelines, stories, photo galleries and interactive elements.

Interactive map with GPS functionality. Explore the entire world with Google maps using gestures such as pinch to zoom, swipe to move and tap to explore. See your current location and get directions, distances and travel times to selected locations using GPS functionality.

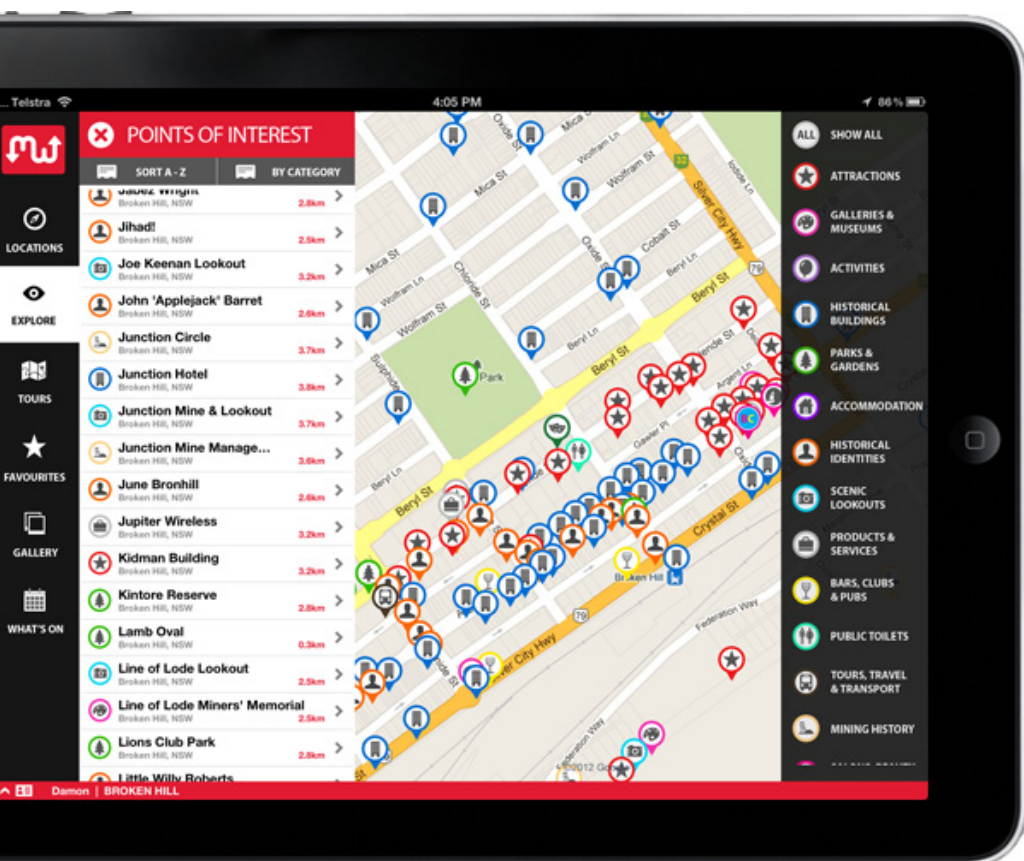
Guided & Self-Guided Tours. Choose from a number of self-guided tours and guided tours offered by local tourism operators. Follow along using the built in maps and discover detailed information about the points of interest along the way.

Personal itinerary builder. Add points of interest to your itinerary for easy access and trip planning.

One app, many locations. No need to download new apps for different locations. Choose one location when signing up (for FREE) and add new location data by purchasing data packs as they become available.

Photo gallery with photo sharing. Browse the built in photo gallery to inspire and help determine new points of interest to explore. In addition you can use the built in camera to take a photo and instantly share your experiences with others in the shared photo gallery.

Local deals and events calendar. Get live up-to-date information about local events in the what's on calendar. Receive instant notifications in the message centre to alert you when an event is about to start. In addition, discover deals and special offers from accommodation, food & dining and other local businesses.



What Will It Cost?

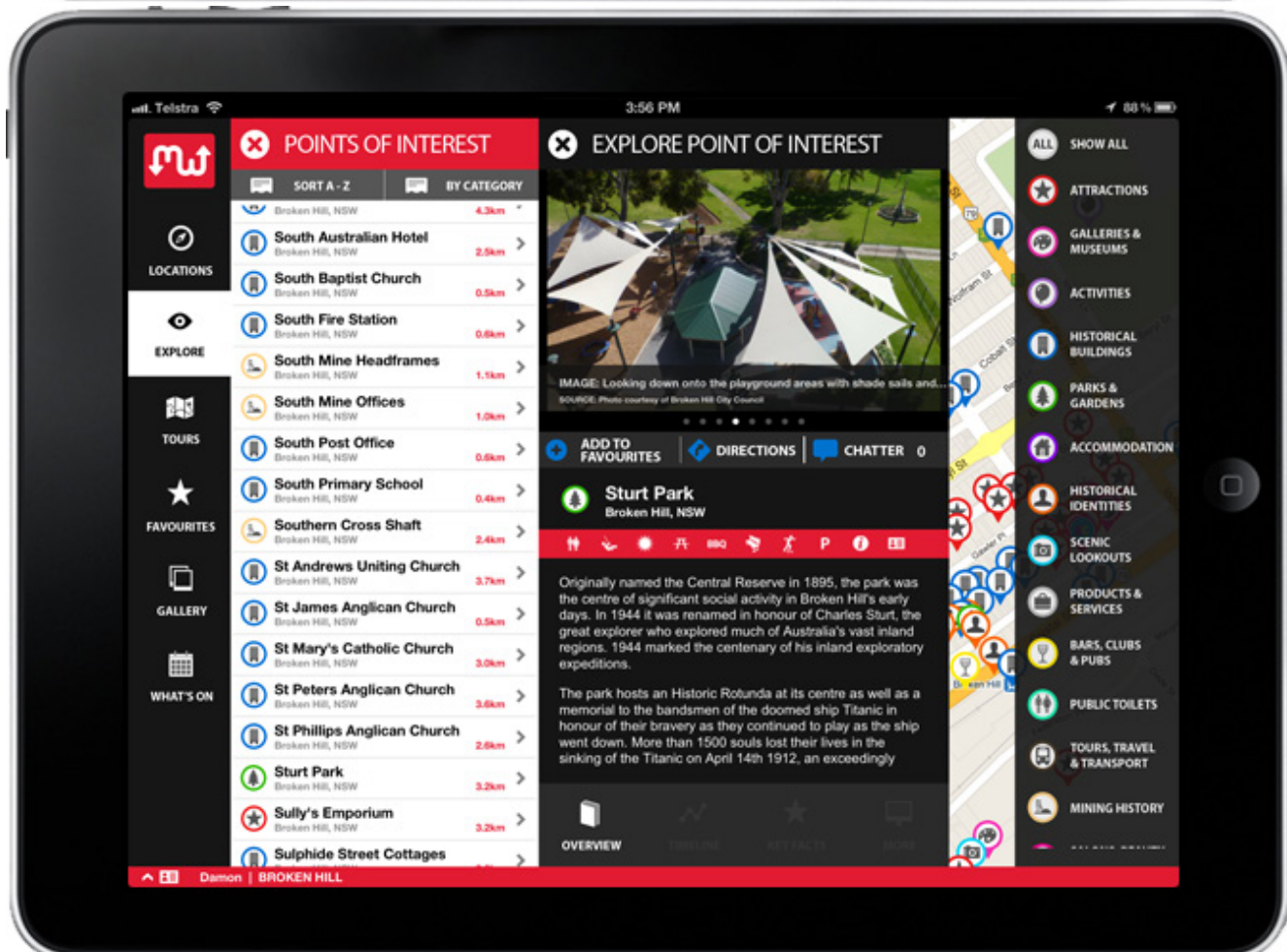
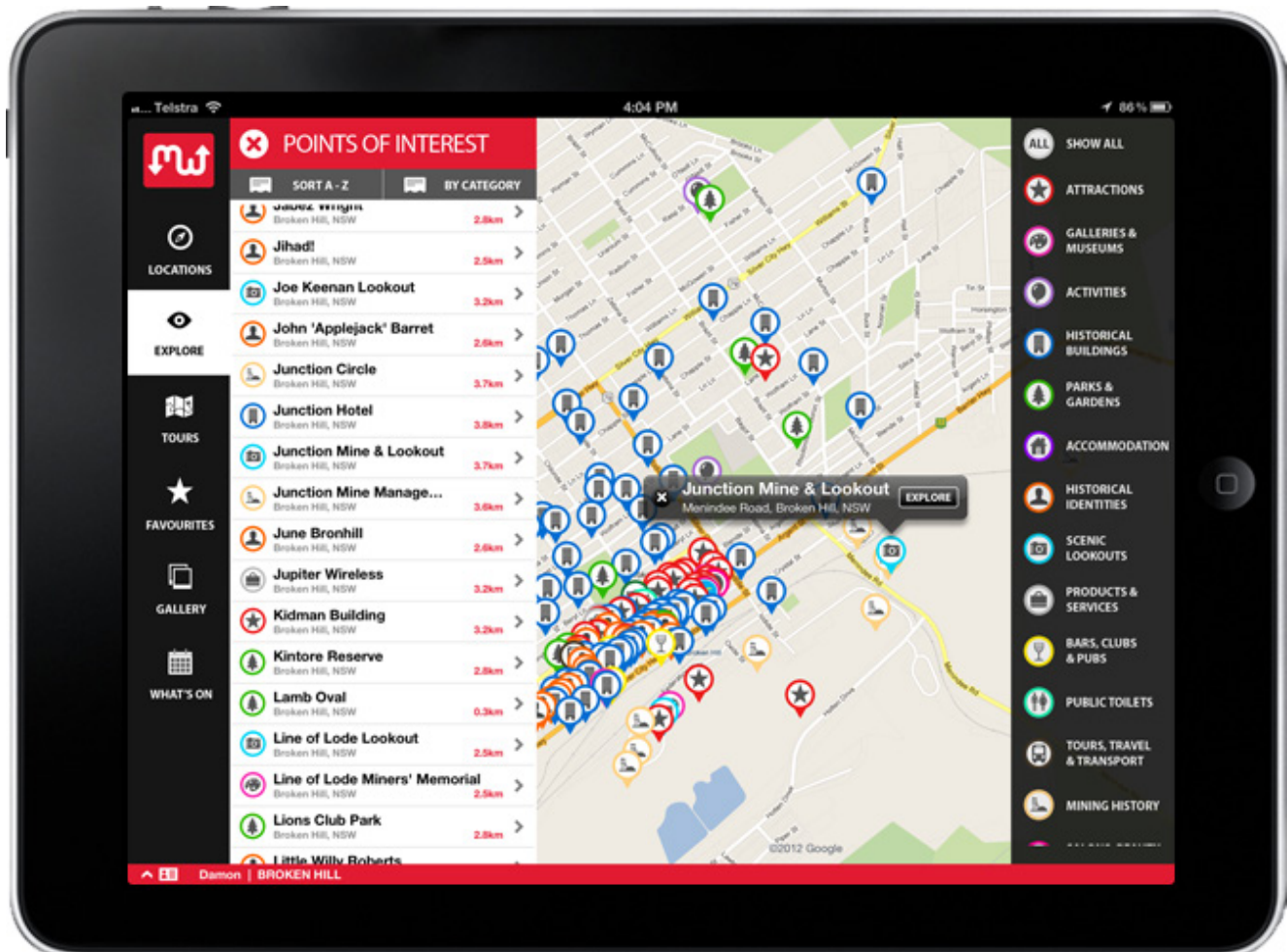
The application will be available for **FREE** on the iTunes App Store and Android Marketplace.

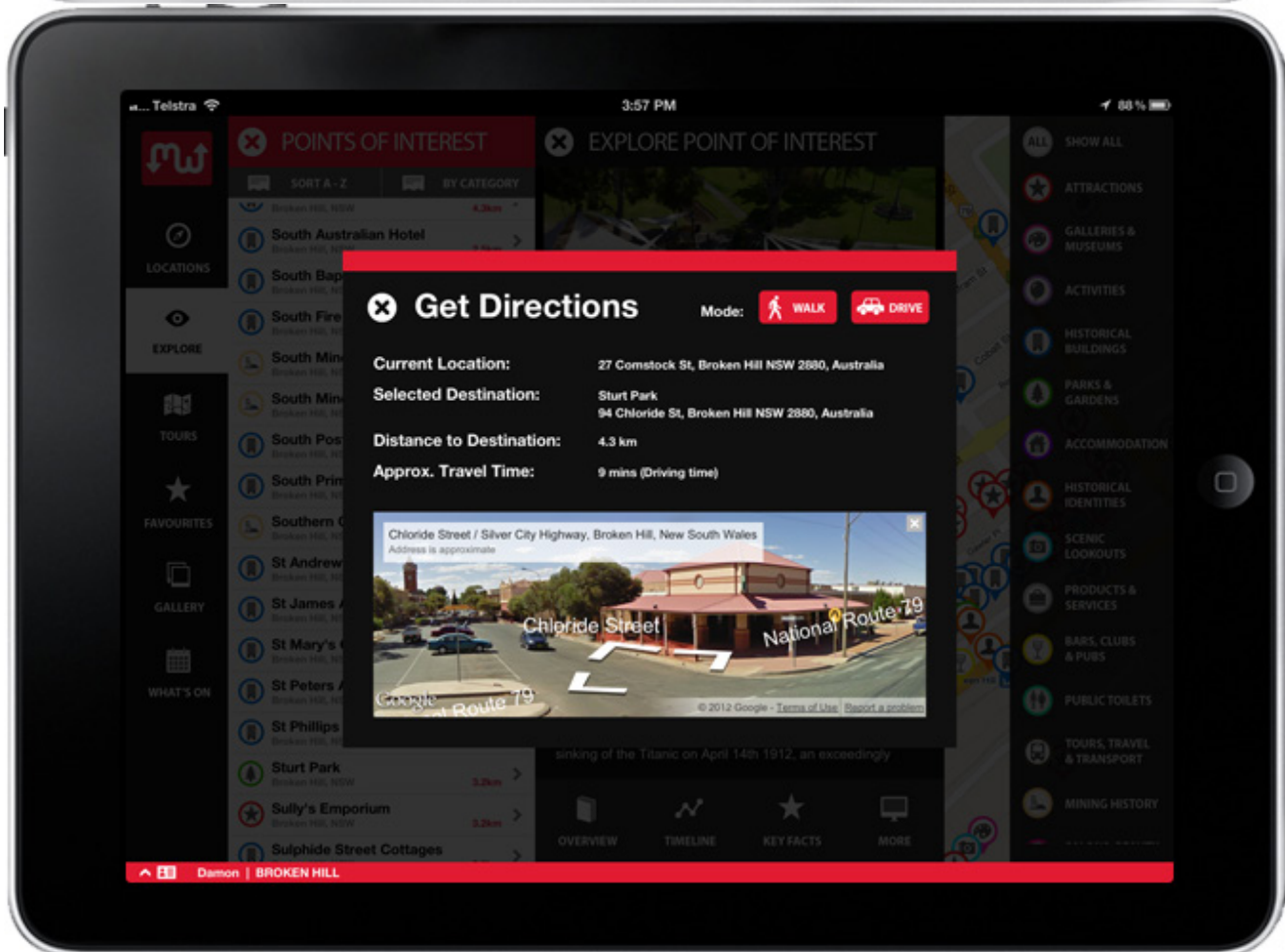
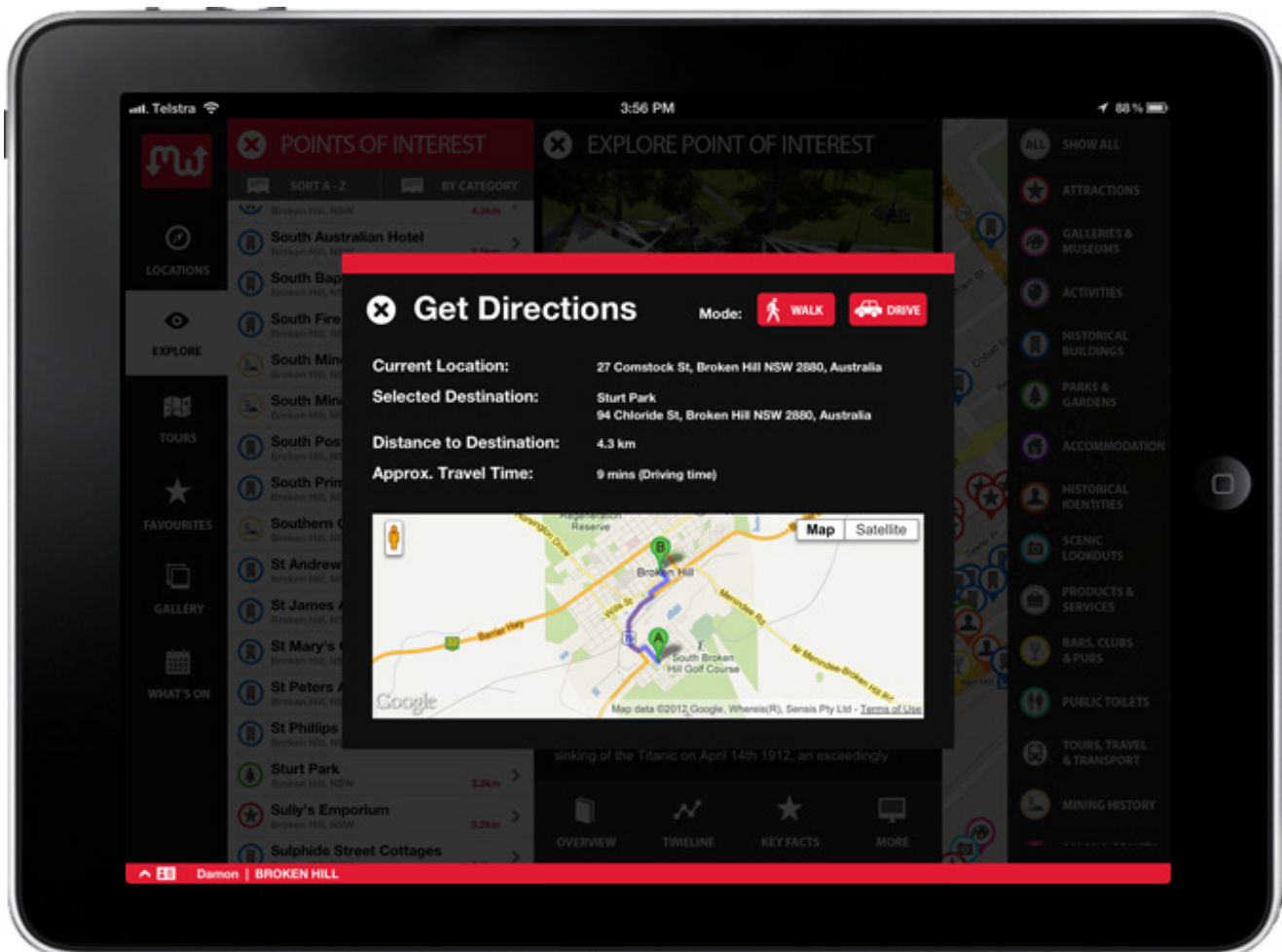
Once purchased, a user will be required to register for a **FREE** account.

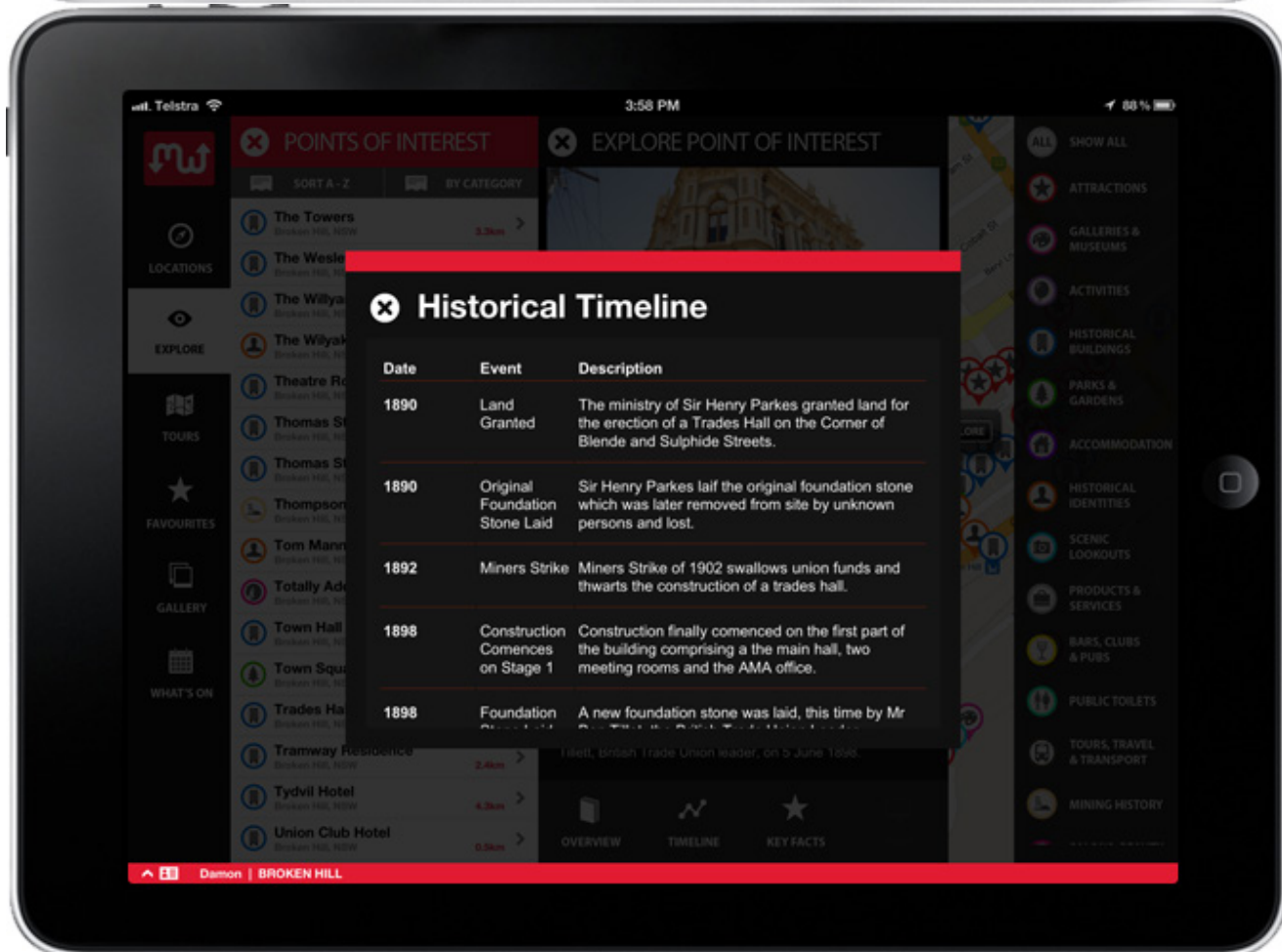
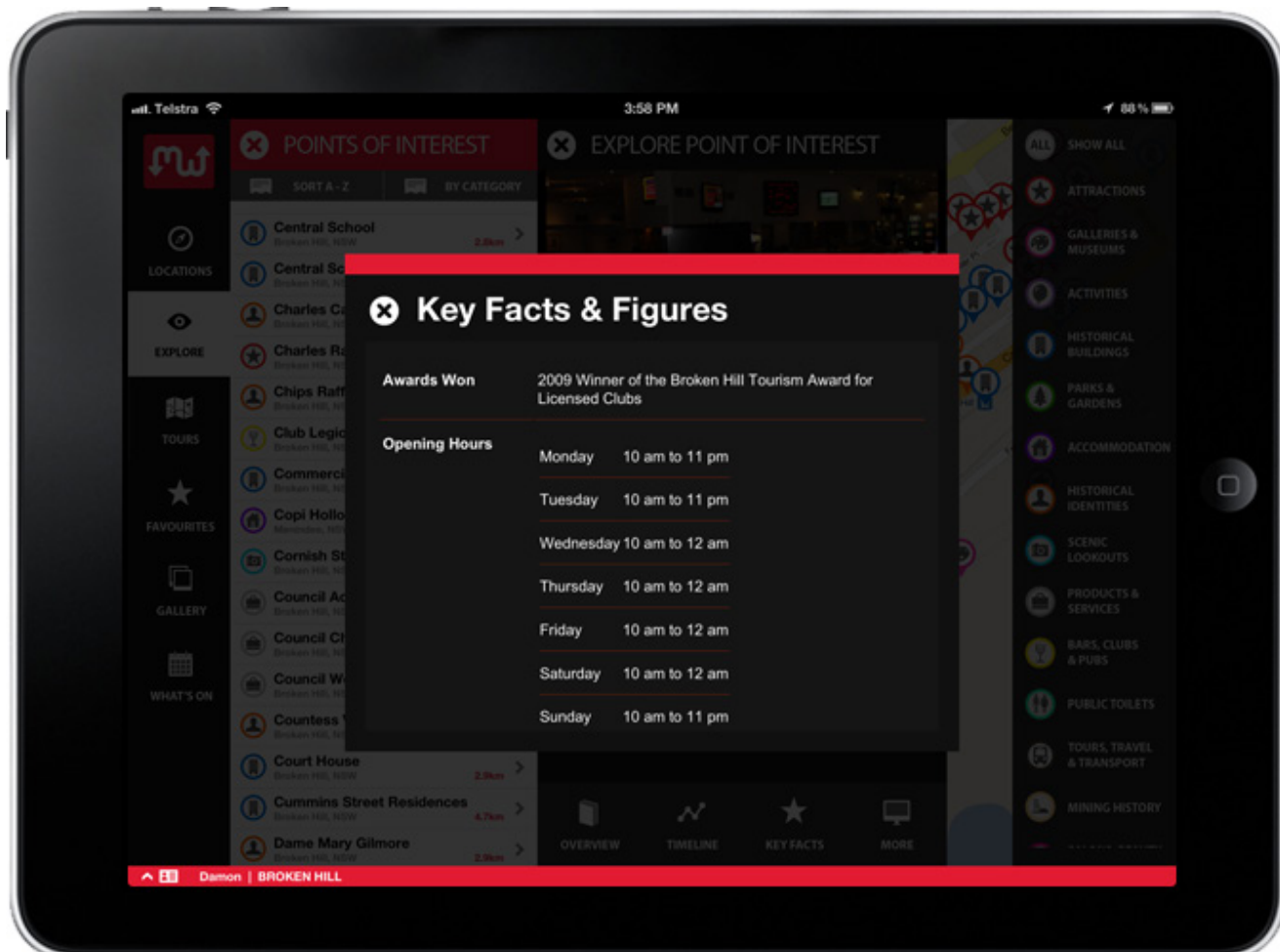
During this process the user will be asked to nominate a location (such as The Blue Mountains) to use for their included base data.

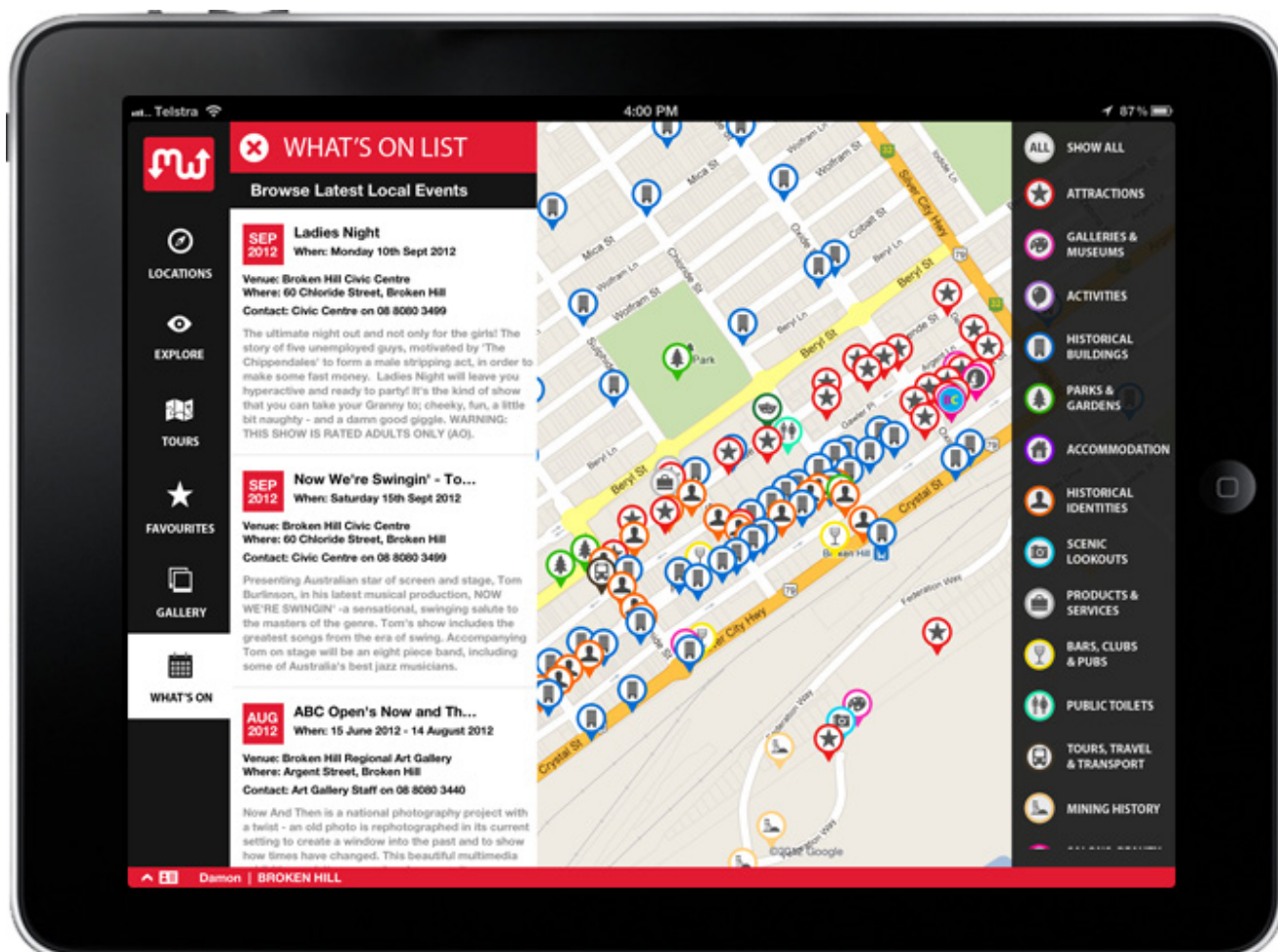
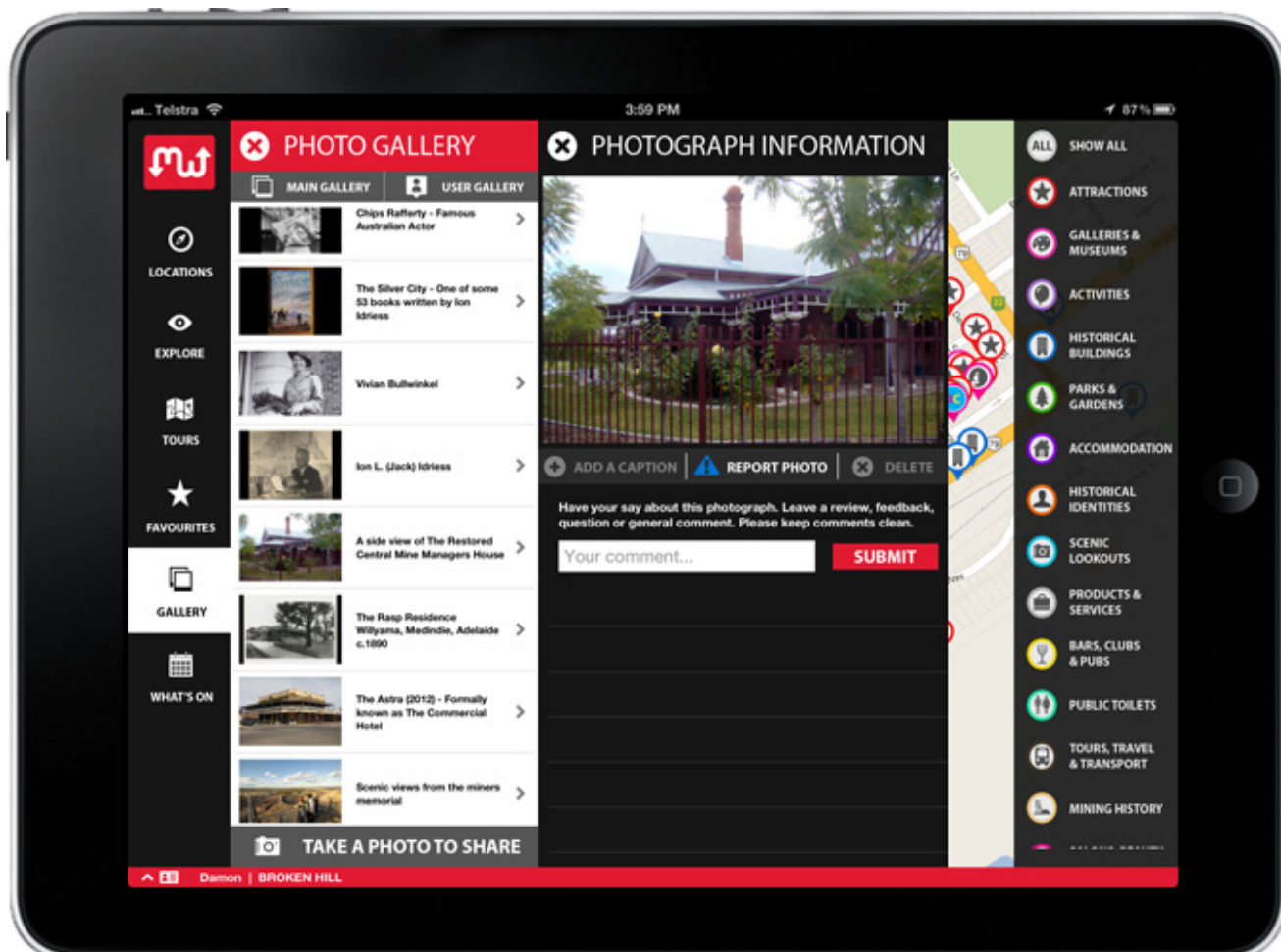
Additional locations (eg Broken Hill) will incur a small charge of **\$0.99** for each location added.

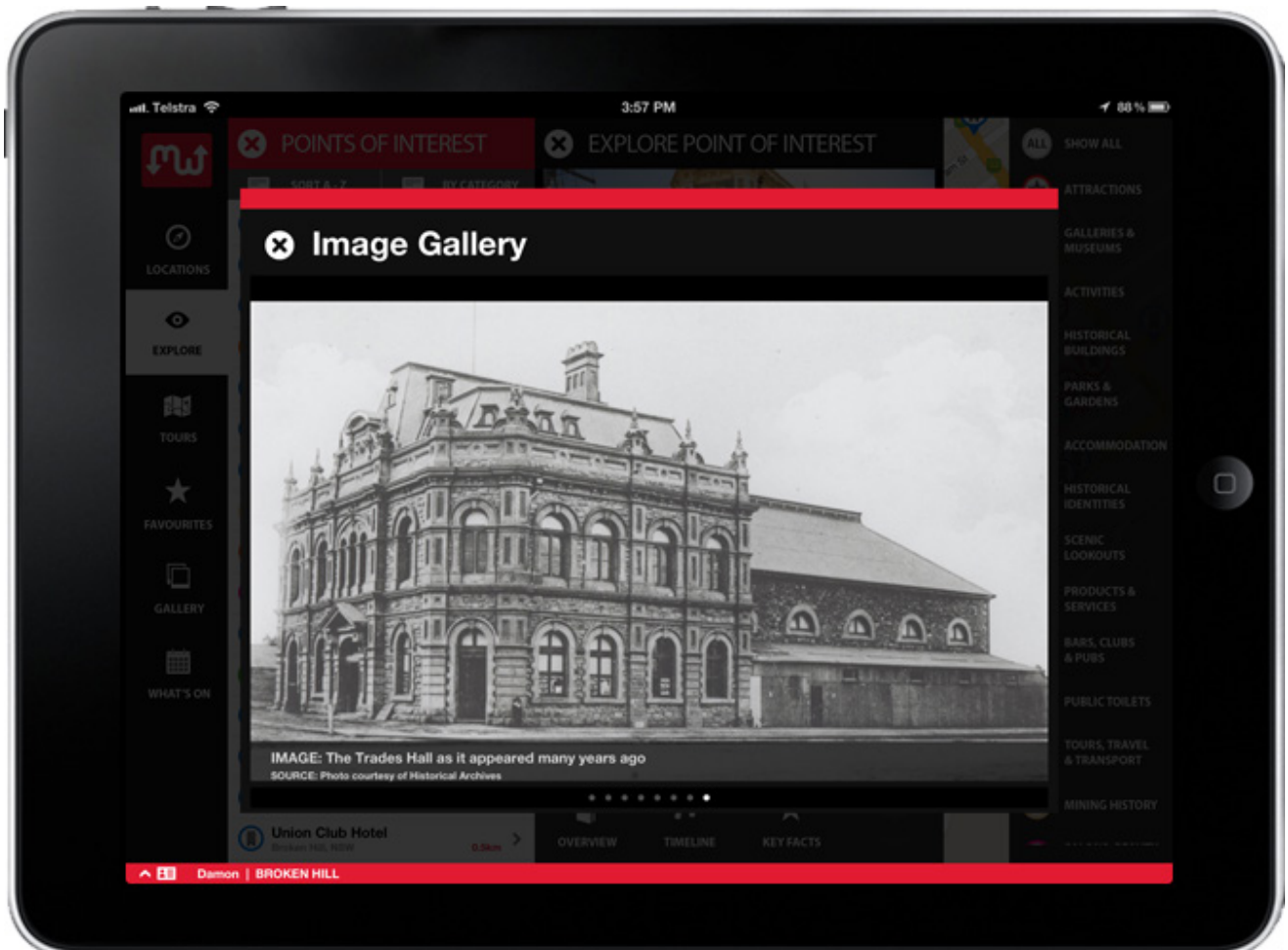
Preview - Take a Look!

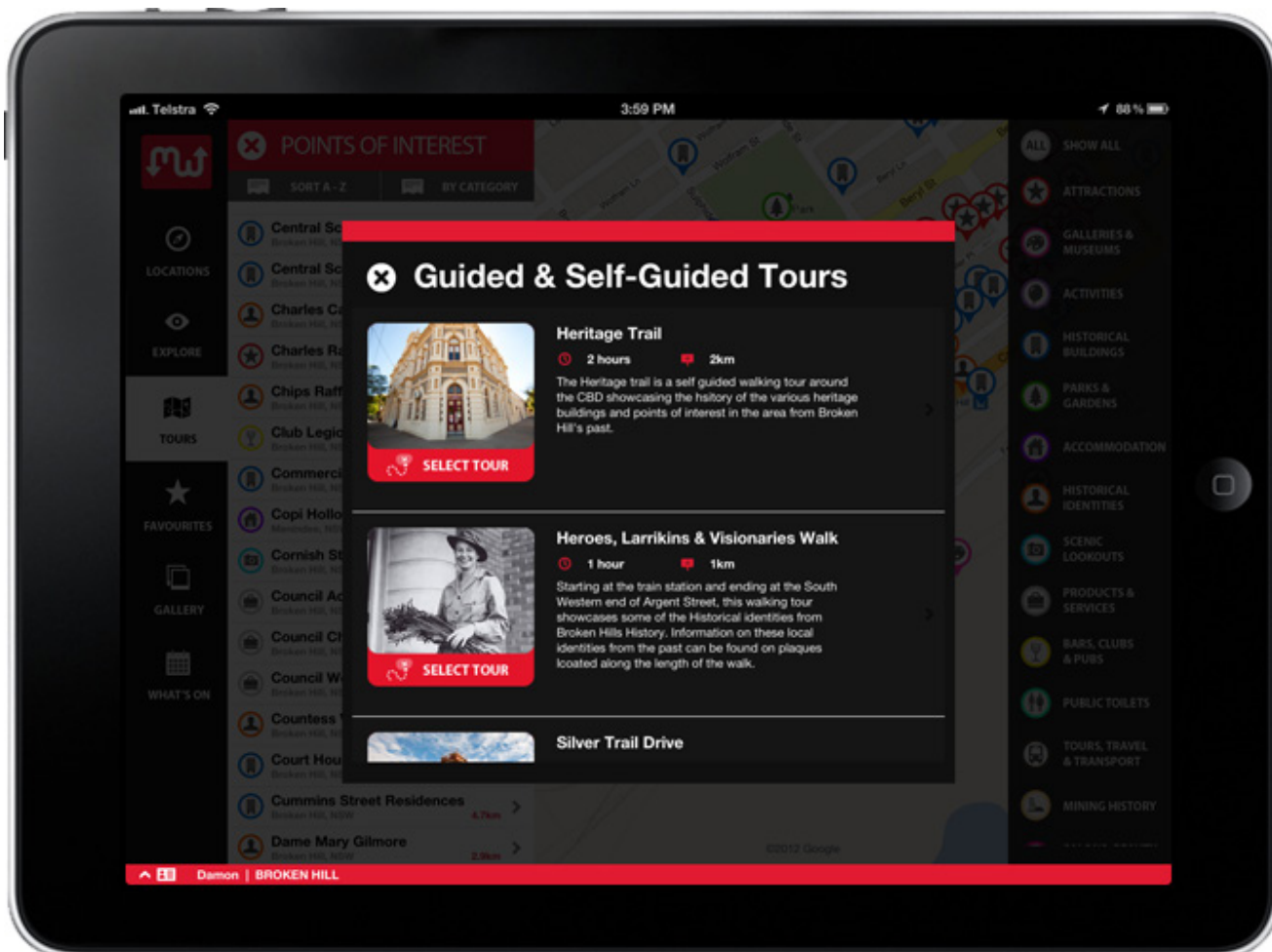












SEE IT MY WAY

www.seeitmyway.com.au