

citysocializer's latest iPhone update lets you see what group activities and nights out are happening around you

Submitted by: Citysocializer

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Company launch new mobile web app with latest iPhone app update

citysocializer (<http://www.citysocializer.com>) the easy way to tap into a city's local social scene and meet new groups of people (<http://www.citysocializer.com>) to explore and enjoy a city with, released the latest update of their iPhone app today together with the latest beta version of their mobile web application.

The core new feature on the iPhone app is a GPS map-enabled view of all 'socials' taking place in and around a city, so users can use their proximity to a social to make a decision on whether to go out or not. There's also a new, easy swipe feature to reveal more information about a social before you join it and ability to add your events to iCal.

Adding location awareness to the mix is the next natural step for the service as it moves towards further personalization beyond recommending what user's might enjoy doing with others based on their interests.

To date, users have been able to add tags to their profile that relate to their "going out" preferences, from the type of food and drinks they like and the exercise and other social activities they like doing to the music they're into and what neighbourhoods and cities they like hanging out in. When friends and people around them organise a social that match these tags, users receive an alert inviting them to join in if they're free.

Sanchita Saha CEO and founder commented:

"Research amongst our most active users show that the "what" of an activity or night out comes top of the list when making a decision on whether to go out or not, and this is followed very closely by the "where".

Our members are predominantly busy young professionals who often make last minute decisions on going out. Therefore, proximity becomes key to making that decision as in London in particular, it can take an hour to get from one end of the city to the other and no-one wants to travel that far if they just fancy a drink after work for example.

Allowing users to see what socials are happening near to where they live and work makes it even easier for them to enjoy the social life that suits them and that fits in around their schedule and location.

The next personalization layer we'll be looking at is the "who's going" part, to guide users towards socials happening around them where there are people going who you already know or are connected to, who share something in common or who match the type of friend you're keen to meet."

The citysocializer app is free to download, browse socials, people and wave at others. To join in socials

and interact in full with the community requires a membership fee of £3.99/week via in-app purchase and monthly, 3 month and 6 month memberships available via the website.

Ends

Visit the site or download the app for more information at:

<https://www.citysocializer.com>

Find the app in the Apple store: <https://itunes.apple.com/gb/app/citysocializer/id581315807>

About citysocializer (<http://www.citysocializer.com>) and CitySocialising Ltd.

citysocializer.com is a simple way to tap into a city's local social scene making it easy to find fun and folk to hang out with whenever you like, wherever you are and whatever you want to do. A fee-based service for members, the company CitySocialising Ltd. have pioneered the convergence of virtual and real world social networking in the UK since their launch in 2007 and has raised over £1.75m from investors including PROfounders Capital with support being led by tech luminaries Michael Birch (Bebo) and Brent Hoberman (Lastminute.com).

How it works:

Register for free and tag your citysocializer profile with what you're into and the neighbourhoods and cities you like to hang out in, Receive invites when likeminded groups are getting together to do the things you like. Browse and join in "socials" happening around you and create your own to find citysocializers to do what you want, when you want.

B2B Platform:

In July 2013 the company launched their partner platform to provide an online to offline social networking solution for brands and businesses, signing Northern & Shell to launch a socializer service for OK! Magazine, and Europe's largest gay media publisher MPG to launch socializer services for their Gay Times (GT) and DIVA brands.

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