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FOR IMMEDIATE RELEASE

MINDGRUB TECHNOLOGIES IS NOW DEVELOPING MOBILE APPLICATIONS FOR APPLE'S iPhone

As part of our mobile development initiative, Mindgrub Technologies is pleased to announce that we are developing applications for Apple's iPhone.

OELLA, MD (November 10, 2008) – Hired by geospatial specialist Spencer & Marks, we are the technical lead in building out the iPhone mobile client for their first product called viaPlace. Mindgrub has been the consulting firm behind building out viaPlace's geospatial registry and online presence for over a year, and now it's time to quickly stand up the mobile client for the hottest platform on the market - the iPhone.

Compatible with any iPhone or iPod touch with operating system version 2.0, the iPhone application allows viaPlace users to have the best of viaPlace right at their fingertips, whenever and wherever they are. The user is presented with an interactive radar screen showing them the experiences that are in close proximity. Selecting one of the points will present the user with a rich, interactive media experience relating to that location, based on digitally assigned content added to the viaPlace registry. Users are able to filter the points by simple categories or select points by an "experience tag" that allows the user to follow a trail of experiences.

A registered iPhone viaPlace user also has the ability to add new viaPoints within the viaPlace registry, attach photos and audio recordings to them, and assign a web address right from their phone. These are automatically transformed on viaPlace's servers into mobile-ready experiences. The viaPlace iPhone client is the first of hopefully many mobile clients to be developed based on the viaPlace platform, completing the final link in the viaPlace experience.

About Mindgrub Technologies

Mindgrub Technologies LLC is a leader in designing information display frameworks, rich internet applications, mobile application development and custom instructional systems. Mindgrub focuses on the end-user experience to maximize knowledge distribution and learning. For more information, visit www.mindgrub.com.

About Apple's iPhone

To learn more about iPhone, please visit Apple.com or watch the video of the iPhone introduction at www.apple.com/iphone/keynote. Apple, the Apple logo, Mac, Mac OS, Macintosh, iPod, iTunes, Apple TV and Safari are trademarks of Apple.

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