



Mobnotes
The World, around you.

Mobnotes
<http://www.mobnotes.com/>
press@mobnotes.com

Mobnotes previews at TechCrunch 50

San Francisco, Calif., September 9, 2008 – Mobnotes (www.mobnotes.com), short for “mobile notes,” is a location-aware social networking solution that helps people stay up to date and meet new friends in their surroundings.

A guide driven by users, to local cool places, today previews its free service at **TechCrunch50 show**.

(<http://www.techcrunch50.com/2008/index.php>).

Mobnotes was selected to participate in TechCrunch50 – a showcase of the world’s hottest new startups – of more than **1000+** applicants from **49** different countries. The selection process was based purely on merit, by TechCrunch50 team.

Mobnotes helps reminding you where you have been, and let your friends know where you are going. Mobnotes brings you usergenerated reviews, tips and tricks about your location.

Mobnotes knows who will be around your location. Every time you add a mobnote, it will be stored at a **precise GPS position**, anywhere in the world.

A smart reverse geocoding algorithm will usually pin-point the position up to a roof-top-precise location.

Mobnotes addresses a **large market** (currently 30 countries supported, plus worldwide reverse geocoding).

The idea behind Mobnotes comes from the so-called 3M yellow Postits.

Mobnotes are like Post-its, but you stick them online on a shared map. The service is useful at discovering things around you such as places, friends, and at meeting new people.

How it works:

You can **Add** Mobnotes.

Add as many mobnotes and events as you like, notify your friends via free SMS messages. You will be able to tag your local area, or to add some cool places around the world you have visited, suggesting your favorite spots in your cities and hometowns to your friends or to the community.

You can **Discover** what is around you.

Explore local contents – move your compass on different locations by either using an interactive map or by reading from an indexed list of geo-localized posts. This is very cool on the go with your mobile phone.

You can meet **Faces** around your location.

Meet Faces (unknown people), discover who is in the location you are viewing, and interact with **nearby users** via private messages.

Faces is a hybrid service for dating and meeting, adding the location as further added value.

* It takes less than five minutes to get started on Mobnotes. Users register using only a valid username and e-mail address, and then add their personal and optional data. Mobnotes does the rest.

* Mobnotes's location algorithms technology automatically identifies and tracks the best content around you and your flavors with a roof top precision.

* An advanced SMS and e-mail alert system proactively lets users know nearby friends' activity, event in the compass radius.

For example, if you are going to have a beer, you can share it easily by adding the event on the top of the mobnote, and then the system will automatically and proactively inform you friends, based on your compass location. So you won't miss a single update or friends in your area.

* Mobnotes' focus is on content, not people. Users are not tracked directly, rather their content is: users have the choice to manually indicate their actual location.

* Mobnotes is accessible anytime over the web or by cell phone.

The mobile service is set to be "**one-size-fits-all**" web service and it is available to a far greater market, being an HTTP web service.

"We created Mobnotes because it frustrated us to forget all of the interesting places, their names and exact locations while travelling and visiting the world". The ability to pin point the name and

location, helps people remember where they have been, said

Christian Grassi, founder and CEO, Mobnotes service. *"When the community adds mobnotes from around the world, Mobnotes works for you and lets you discover and suggests the great contents uploaded by users, based on your current location".*

"We are making internet bring the users closer also physically" said

Gino Micacchi, Mobnotes' Founder and CTO. *"We developed a new kind of social network in order to let people that are near come together, whether their are browsing the internet, from home, office or mobile".*

Mobnotes.com has been in private beta testing for the past few months, and is generating highly enthusiastic responses from early users. Mobnotes' management and engineering team is composed of experts in Web technology, Location-based services (LBS) and Mobile segment.

Founded in June 2007, by Christian Grassi and Gino Micacchi, Mobnotes.com (<http://www.crunchbase.com/company/mobnotes>) is a location-aware social networking solution that helps to remember where you have been, and let your friends know where you are going.

And it's free.

For more information on Mobnotes.com's free online service, please visit www.mobnotes.com or blog.mobnotes.com for corporate and tech information.