



Smart stuff for busy people.

## LUXE City Guides go...MOBILE!

*LUXE City Guides bring you mobile city guides for smart and savvy travellers - anytime, any place, anywhere...*



**London, May 2010:** Introducing the fabulous new LUXE City Guides Mobile edition, available for a multitude of handsets including iPhone, Blackberry, Sony Ericsson, Nokia, Samsung and HTC. Each app comes with a year of free updates sent directly to each mobile. What's more, when the year is up, re-subscription is half price.

For seven years LUXE City Guides has led the way for stylish, smart, busy people, with ultra-opinionated, informed and pithy to the point information; no faff, no gimmicks,

no padding and no adverts. Now, LUXE is bringing the same 'take no prisoners' attitude to a whole new level with the new snappy, snazzy mobile apps. Initially covering 10 popular destinations - New York, Hong Kong, Paris, London, Shanghai, Singapore, Rome, Bali, Sydney, and Bangkok - with more international destinations on the way.

LUXE City Guides Mobile editions are downloaded directly to devices for travellers to check out rich content anytime; save their favourites, arrange and build personal itineraries and navigate with the handy online and offline maps plus clickable websites and touch dial telephone numbers. Chic, simple and above all, useful.

Ultra researched and curated, LUXE City Guides are written by resident city editors and packed with the finest and funkiest dining, leisure, culture, accommodation, bespoke shopping and city secrets that most visitors would simply never find. To download the mobile editions from just £5.99 visit [www.luxecityguides.com](http://www.luxecityguides.com)

## **LUXE City Guides Mobile puts the snap in your app!**

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### **Note to editors:**

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**LUXE City Guides** ([www.luxecityguides.com](http://www.luxecityguides.com)) has partnered with 1010 and CSL in Hong Kong to bring you LUXE City Guides Mobile. CSL's technological expertise combined with LUXE's exclusive content make this unique service available to mobile users throughout the world.

### **About 1010**

Launched in 1993, 1010 is the prestigious brand of CSL Ltd, the leading Hong Kong mobile operator. Well-known for its quality network and premium customer services, 1010 is not only the first choice for Hong Kong's business users but it is also benchmark leader for the industry.

1010 established a number of notable and highly successful firsts: 1010 Next G™, 1010 Concierge, 3G Video Sharing Service, F-Secure Mobile Security Service and a loyalty programme for its mobile users - 1010 ClubBest™.

The brand's market leadership and superior customer service are highly recognized by the industry. Utilizing its talent, technological know-how and quality networks, 1010 launched 1010 + BlackBerry Wireless Email Solution in 2004 to

maximize corporations' efficiency and enable corporate customers to communicate seamlessly with their business partners and clients and continues to bring innovative and practical solutions to the market. For more information about 1O1O, please visit [www.1O1O.com.hk](http://www.1O1O.com.hk).



Never settle for less

### **About LUXE City Guides**

LUXE City Guides now have 31 cities in their range covering cities from Asia to America and Europe. Starting from scratch LUXE re-thought the whole concept of why and how we all travel, of what we need when we get there and most importantly, what we don't. LUXE is now famous for its super-svelte format, and its take no prisoners attitude, avoiding all the padding, and blah of other guides and getting straight to the meat. The result – ultra-smart travel companions stacked with priceless information for the discerning, value-conscious and busy traveller.

### **\* LUXE City Guides Mobile can be downloaded to the following handsets:**

Company	Model
Acer	Neo Touch
HTC	Diamond
HTC	Diamond 2
HTC	Touch Dual
HTC	Touch HD
HTC	Touch HD2
HTC	Touch Pro
Nokia	5800XM
Nokia	6370 classic
Nokia	E71
Nokia	E72
Nokia	N5230
Nokia	N86 8MP
Nokia	N95 8GB
Nokia	N97
Nokia	N97 Mini
Samsung	I908
Sony Ericsson	Aino
Sony Ericsson	Satio
Sony Ericsson	W705
Sony Ericsson	W995
Sony Ericsson	Yari
BlackBerry	Bold
BlackBerry	9700 Onyx
iPhone	
Nokia	N85
Nokia	N96