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Offtothemountains Release Android Mobile Application for Skiing Austria Giving Real Time Access To Skiing Content, Videos and Social Media on Mobile Phones

Mobile application and social media strategy company offtothemountains.com have released an Android mobile application for Innsbruck based Skiing Austria - <http://www.skiingaustria.co.uk>. The mobile application provides access to Skiing Austria's own resort content as well as aggregating the company's Twitter, Facebook, Youtube and blog information.

16th June 2011 – Offtothemountains.com the UK and Austrian based mobile and social media development company, have created and released a fully integrated social media enabled Android application for skiingaustria.co.uk the leading provider of tailored and group skiing holidays. The application was released on the 11th of June at the Android Marketplace for free download and includes Skiing Austria's unique mix of high quality resort information, videos and blogs. A version for the iOS (iPhone and iPad) platform is currently in development.

Matthew Brown from Skiing Austria commented "We knew that we needed an app for our portal but didn't have the time to be involved in a lengthy development process. We sent a very broad spec to Paul at Offtothemountains and what came back required only a change of logo and one false link (that we wrongly supplied). It was outstanding the understanding Offtothemountains had for our needs and basically resulted in a finished product with version 1 - that is the first time we have experienced such a successful development process".

The application marks the first of a number of Android releases in development by the Offtothemountains for ski resorts and tourism based businesses. With an excellent track record in IT strategy and application development the company plan to further increase their client base in the social media and mobile application market space. QC bar codes will be used to encourage clients of Skiing Austria to download the application and enjoy up to the minute content and news on the move.

For More Information :

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