

New iPhone app - NYArtBeat takes you around New York's cultural events

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Art Beat Inc today announces NYArtBeat 1.0, their new cultural event finder app for iPhone and iPod touch devices. The new NYArtBeat application enables users to easily discover art and design events happening around them as they move through New York City. The Nearby Search feature helps users visit a series of nearby events in one outing. No need to plan museum and gallery visits from home anymore. The app gives instant access to more than 600 art and design events.

New York, New York - Art Beat Inc today is pleased to announce NYArtBeat 1.0, their new cultural event finder app for iPhone and iPod touch devices. The new NYArtBeat application enables users to easily discover the art & design events happening around them as they move through New York City. No need to plan museum & gallery visits from home anymore: the app leverages the huge database of 1000 cultural venues in the city, tracked by NY Art Beat, to give instant access to more than 600 art and design events.

"NYArtBeat addresses the challenge facing both New York visitors and residents: how to find good cultural events in their areas of interest," said Paul Baron, co-founder of Art Beat Inc. "With so many ways to find art and design events tailored to your tastes and lifestyle, the NYArtBeat iPhone App helps you experience more of the culture happening around you."

The Nearby Search feature helps users visit a series of nearby events in one outing. It locates events around users anywhere in New York, helping them visit more events as part of their everyday routine. The GPS search lists events based on distance from the user. The user can also display results on a map, access the details of each event or open the Map application for directions.

The Most Popular list gives users a quick sense of the most notable events of the moment, calculated from user feedback on NYArtBeat's website. This acts an easy starting point for busy New Yorkers who don't have time to sift through hundreds of events when deciding where to go on their lunch break.

The Browse tab lets users explore their own tastes by diving into the full database to search for more specific events, listed by media or area. Our signature "smart" listings inform users on events closing soon, opening parties, events starting soon and events that are great for kids.

One of NYArtBeat's unique features is the ability to sort any list by popularity, area, media or remaining days, letting users organize the content to fit their tastes and schedule. Each event screen includes a poster graphic, a description, schedule details, opening days and hours, entrance fee, and subway access information.

Content Highlights:

- * 600 hand-curated current events on average, from big museum shows, to smaller galleries and community centers
- * 6 "Smart" lists including Closing soon, Opening Receptions, For Kids Too
- * 22 media categories including Painting, Photography, Architecture, Video Installations
- * 22 areas including Chelsea, LES, DUMBO, Williamsburg, Soho

Feature Highlights:

- * Clear, simple User Interface
- * Nearby event search results ordered by walking distance, viewable on a map
- * Sort events list by popularity, area, media or schedule

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- * One-Button Share with your friends by email
- * One-Button Call venue

TokyoArtBeat, the Tokyo version of this app is currently #1 in the Lifestyle category of the Japanese App Store. NYArtBeat is gaining in popularity in the US.

Minimum Requirements:

- * iPhone and iPod touch
- * Requires iPhone OS 3.0 or later
- * 0.3 MB

Pricing and Availability:

NYArtBeat 1.0 is only \$0.99 (USD) for a limited time and available worldwide exclusively through the App Store in the Travel category.

NY Art Beat:

<http://www.nyartbeat.com>

NYArtBeat 1.0:

<http://www.nyartbeat.com/apps>

Download and Purchase:

<http://itunes.apple.com/app/nyartbeat/id354569809?mt=8>

Media Assets:

<http://www.nyartbeat.com/resources/images/apps/appshots.zip>

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