

Yellow Pages #1 Navigation Directory iPhone App Now On Android

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Salt Lake City based Avantar announces today the release of the Yellow Pages app for Android mobile devices. The release marks Avantar's first offering in the Android Marketplace and follows the success of the company's much-downloaded Yellow Pages app for the iPhone and iPod touch. New to the Yellow Pages app for Android is a visual mosaic of the most popular used searched terms, which can also be accessed with a simple tap of the finger.

Salt Lake City, Utah - Avantar, a leader in local mobile search, and a sister company to Yellow Pages Directory, announces today the release of the Yellow Pages app for Android mobile devices. The release marks Avantar's first offering in the Android Marketplace and follows the success of the company's much-downloaded Yellow Pages app for the iPhone and iPod touch.

"The Yellow Pages application for Android builds on the strength of Avantar's iPhone app, while taking advantage of Android's unique feature set that includes GPS and navigation," explained Adrian Ochoa, President of Avantar.

"We have the most popular app of its kind for the iPhone, and with the amount of traffic and innovation the Android platform has it just makes sense to bring it to the Android platform," Ochoa said. He continued, "we were delighted to find features on the Android platform that make the user experience even better."

One such feature is the ability to perform a typed or voice-search based on a user's current location. Michael Alvarez, Vice President of Marketing for Avantar, explains the benefits of this feature and others. "With a single tap of the finger on the device, our user can simply speak what she is looking for and her location, and have a list of results in an instant. The results will sort themselves based on their distance from her. From that screen our user can either call the company, add the contact to their phone book, email results to a friend via email or SMS, and find options for driving directions and navigation. This is a must have application for all Android users.

Also new to the Yellow Pages app for Android is a visual mosaic of the most popular used searched terms, which can also be accessed with a simple tap of the finger. The application is free to users of the Android Marketplace, it is compatible with Android Google Phone Nexus One & OS 1.6 through OS 2.1, And, it will soon integrate with the existing Yellow Pages application for Facebook.

Avantar:
<http://www.Avantar.us>

Yellow Pages:
<http://avantar.us/products/yellowpages>

Yellow Pages for Android:
http://www.avantar.us/android_yp

Yellow Pages for iPhone:
<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=284809790&mt=8>

Yellow Pages for Facebook:
<http://apps.facebook.com/yellowpagesdirectory>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

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