

zhiing launched for iPhone, Blackberry and GPS devices

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The zhiing (LBS) mobile location messaging utility was released to the Apple iPhone application store for immediate download for iPhone users. zhiing is a free Location Based Service for sending real-time messages with map and driving directions to and from mobile phones and to the automotive GPS system, Dash. zhiings can be sent from mobile device to mobile device and from computer to mobile device.

Santa Barbara, California - the free zhiing (LBS) mobile location messaging utility was released to the Apple iPhone application store for immediate download for iPhone users.

Blackberry 8800 Series, Pearl and Curve users can download the zhiing utility by visiting the companies website. In addition, the software can be downloaded when receiving a zhiing for the first time. Mobile device platforms currently under development are Symbian, Windows and Android, with more to come.

The zhiing application and services are free. Standard data and messaging charges from the receiver's mobile carrier will apply. Mobile devices that are not currently supported will receive multiple SMS messages with turn-by-turn directions if they reply to the incoming zhiing with their current location.

zhiing is designed to be a cross-platform and non-device-specific location messaging utility that will function internationally. zhiing is not to be confused with closed networks or device-specific, membership-only services. Like email, zhiing is designed to be an open global market utility.

The zhiing utility ensures user privacy. The sender will only let others know their current location by sending a zhiing and a recipient's location is not shared unless they choose to send a zhiing in response.

Examples of using the zhiing (LBS) mobile messaging utility:

* A friend zhiinged another friend's mobile phone from a new restaurant inviting them to lunch. The friend received the invitation with a map and turn-by-turn directions of how to get there from their current location and replied that they would arrive in ten minutes.

* With the zhiing browser add-on installed, a Realtor using zhiing sends a zhiing location message to themselves and their client from their computer with information regarding what time an interesting property is available for preview. Both receive the location message with the destination address of the property to preview. A zhiing is now stored on their mobile device with driving directions to the property from their current location.

* A zhiing user is in need of roadside assistance. They send a zhiing message with their location requesting assistance.

For additional information on the zhiing (LBS) mobile location messaging utility for mobile devices please visit the companies website.

zhiing website:
<http://www.zhiing.com/>

zhiing blog:
<http://www.zhiing.com/blog/>

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

zhiing forum:

<http://www.zhiing.com/forums/>

Apple iPhone App Store Link:

<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=293848791>

Based in Santa Barbara, California, ZOS Communications(R), LLC is led by founding entrepreneur and America's Cup Sailor, Jon Ziskind and Alan Field. They are supported by a team of engineers, developers and marketing staff who share the vision of integrating voice, data, text and location information to suit the changing needs of the wireless consumer and the companies that serve them. Copyright 2008 ZOS Communications(R), LLC. All

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