

Avantar iPhone Apps Approaches 5 Million Monthly Local Mobile Searches

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Avantar has reached several major milestones, including surpassing the 2 Million new downloads mark and now serving nearly 5 Million monthly local mobile search results. This was accomplished in a relatively short period of time, 11 months, thanks to Apple's extraordinary strides in the development of their new economic powerhouse supporting third-party applications downloaded through the App Store for iPhone and iPod touch users.

Provo, Utah - Avantar, LLC, a sister company to Yellow Pages Directory, is a leader in local mobile search. Within 11 months of the launch of the App Store(R), Avantar has received more than 2 Million new downloads collectively for its apps, and now serves nearly 5 Million local search results per month.

Avantar's most popular applications in the App Store(R) are Showtimes(TM) and Yellow Pages(TM). Yellow Pages has been the #1 most popular free download under the Navigation category for months and Showtimes is rated as "The Best Movie App" by Macworld.

"Our apps are doing extraordinarily," commented Adrian Ochoa, President of Avantar. He continued, "With 25% of our users making an immediate phone call, Yellow Pages is at the forefront of the pay-per-call movement in lead generation for local advertisers, and it is unique in the sense that users are proactively seeking advertisers to make an immediate purchase. This type of ready-to-buy user base provides a great opportunity for locally focused agencies and advertisers to take advantage of."

Mr. Ochoa also added that "Showtimes is not only rated as 'The Best Movie App' by Macworld, but it also gave Showtimes a superb rating of 4.5 out of 5 mice, a full 1.5 mouse rating above its nearest competitors. We also surveyed our users and found that 96% of our users are frequent moviegoers, at a rate of one to five plus times per month."

Mr. Ochoa continued, "For Yellow Pages, we are ready to entertain discussions with large national chains that advertise locally and agencies that represent local advertisers. For Showtimes, we are eager to make the proper connections with the media buyers for the movie studios. If you represent either of the advertisers described above please visit our webpage and contact Support with your request."

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

Link to free download of Yellow Pages app:
<http://itunes.com/app/YellowPages>

Link to free download of Showtimes app:
<http://itunes.com/app/Showtimes>

Link to free download of AirYell app:
<http://itunes.com/app/AirYell>

Link to free download of Munch app:
<http://itunes.com/app/Munch>

Link to download of Calculator AXL app:
<http://itunes.com/app/CalculatorAXL-GraphingCalculator>

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Michael Alvarez

801-938-7035 x 300

michael@avantar.us

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