

iPhone Speed Trap App Goes Free With Launch of Location Based Ad Engine

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Njection LLC today announced that Njection Mobile (NMobile), their worldwide speed trap notification system for iPhone 3G, will release version 1.1.3 for free before the 4th of July weekend. In addition, Njection has released an Ad Engine that specifically uses NMobile's unique localization features for displaying area store discounts and coupons for its users to take advantage of. This will assist more traditional "Brick and Mortar" companies to compete for customers.

Portland, Oregon - Njection LLC, the maker of Njection Mobile (NMobile), their worldwide speed trap notification system for iPhone 3G, is releasing version 1.1.3 for free before the 4th of July weekend. In addition, Njection is releasing a Ad Placement engine that uses GPS to display discounts and coupons from local "Brick and Mortar" stores. This will allow them to compete for business with a lower entry cost than traditional advertising means.

Designed specifically to take advantage of the 3G's unique abilities and interface users can be alerted to coupons and discounts in their vicinity. This will give the option to consumers to rate and choose between buying online or from a local "Brick and Mortar" store that may have a lower price. The benefit is having something that they wanted to have in hand within minutes rather than days.

Store are now able to create a coupon and upload the locations of their stores. Bar codes can be used to scan their iPhone coupons to take advantage of offers from companies. Stores that would like to sign up and participate can do so for free. Signing up will allow companies to upload store locations and have them geocoded for use with Njection Mobile. Companies and business with coupon offering can be attached to any participating store and store locations for a fee. The Njection Mobile iPhone update that will include the ad engine will be available July 20th, 2009.

Coupons added to Njection Mobile's Ad Engine have two hard requirements:

- 1) The store must have a "Brick and Mortar" location for geocoding and so that users can get what they want immediately.
- 2) There must be a discount included in the offering. This will make it more enticing for users to take advantage of the stores offering and drive customers to the store.

Designed specifically to take advantage of the 3G's unique abilities and interface, NMobile was built from the ground up for drivers so they can be notified to the location of speed traps, red light cameras, and speed detection devices. With the addition of the ad engine, Njection Mobile will build itself as a one stop app for saving money in more ways than one.

Njection:
<http://njection.com>

Njection Mobile 1.1.3:
<http://njection.com/iphone>

Download and Purchase:
<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=294287068&mt=8>

Speed Trap Map:
<http://njection.com/speedtrap>

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

Screenshot:

<http://njection.com/SlideShow/picture/njection-05.jpg>

Screenshot:

<http://njection.com/iphone/final2.jpg>

Headquartered in Portland, Oregon, Njection LLC is a small privately funded company founded in 2007 by Shannon Atkinson. In addition to developing awareness of speed traps worldwide, Njection is a hub for the exchange of automotive information, a lively discussion forum and news for serious car enthusiasts everywhere. Copyright 2007-2009 Njection LLC. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Computer in the U.S. and/or other countries. Virtual Earth is a registered trademark of Microsoft Inc.

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Shannon Atkinson
Founder/CEO
503-476-3337

njection@gmail.com

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