



## Press Release

20 November 2009

iome launches Plotstar – the industry’s first white-labelled digital media platform that lets consumers discover, plan, share and save

***Enables brands to socially interact with consumers and generate additional revenues through digital marketing***

**London:** iome has today launched Plotstar ([www.plotstar.com](http://www.plotstar.com)), a new digital media service that enables consumers to discover, plan ahead and share events, activities and plans, based on their current or intended location. Plotstar, which is available via any Internet-connected device, will also enable individuals to book restaurants, cinema and theatre tickets through the service, share event plans with friends via social networks and access relevant discount vouchers and offers that are personal to them.

The service is initially being launched to business, brands, retailers and marketers who wish to deliver highly targeted digital services, offers and advertising to their consumers’ device of choice. This intelligent platform has the ability to learn consumer behaviour, in addition to understanding likes and dislikes, delivering a highly personalised and relevant service.

Plotstar lets individuals discover places, events and activities based on their current or planned location and create plans around these. Discount coupons are also integrated to give consumers the ability to make savings as part of their personal plans. Plans can be shared with friends via Facebook, Twitter, SMS or email, making it an ideal tool for planning anything from business meetings to a day out with friends. Also, Plotstar has the ability for users to add their own content, including photos from the event, venue ratings and messages.

Phil Eames, CEO of iome, confirms: “Plotstar is the first platform of its kind to enable businesses to deliver highly targeted offers, advertising and services to their consumers via PC and mobile. As the system learns from behaviour, it is a great marketing tool for businesses wishing to create closer relationships with their consumers and, in turn, provides a great event planning tool that can suggest nearby venues or events, assist with bookings, help save money, and all whilst keeping in touch with friends and family”.



Concludes Eames: "Plotstar is the first service of its kind to bring together social networking, discount coupons and location-based services and fills a gap in the market. By delivering this interactive service to its customers, businesses have a more detailed understanding of their behaviour and are able to provide tailored offers and services as a result. We are excited to launch this innovation to the digital brand marketing sector".

The iome platform provides access to over 2.5m locations and listings, 500,000 events and many online and mobile vouchers, all of which are geo-located.

For further information, visit [www.io-me.com](http://www.io-me.com), [www.plotstar.com](http://www.plotstar.com) and [www.plotstar.com/m](http://www.plotstar.com/m) or email us at [info@plotstar.com](mailto:info@plotstar.com).

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**Notes to Editors:**

High resolution images of Plotstar (screenshots and branding) and Phil Eames are available on request.

**About iome:**

iome provides a digital platform for targeted location-based advertising, discounts and brand marketing. It delivers internet and mobile services that link activities, interests, locations, routes and places so consumers can plan, book, save and share - all based on their preferences and where they are at any time.

The company partners with brands and advertisers, enabling them to offer dynamic digital services to end-users. iome creates new ways for organisations to engage with their customers, develop closer relationships and increase return on infrastructure investment.

iome's services have the ability to capture and analyse user data to provide an increasingly engaging personalised experience for end-users and, in turn, a highly targeted marketing method for advertisers and brands.

The company was created in May 2005 by British Telecommunications and New Venture Partners after five years' development in BT's Research Laboratories. It has offices in London and Ipswich. [www.io-me.com](http://www.io-me.com)

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