

## Customer

This Danish customer is the global leader in mobile search and advertising solutions which attracts top executives from both the mobile technology and local search industries. To this end, the company has released an impressive line-up of products and successfully launched mobile local solutions in 16 different markets across the Nordics, Europe, North America, Africa and Australasia with millions of transactions processed daily. Among its clients are leading publishers of telephone directories, news media, classifieds, and local verticals of auto, real estate, and career.

## Challenge

The client was primarily interested in developing an iPhone application that will allow users to search for different categories and points of interest on the basis of their current location. The application should allow viewing categories and places as a list or a map with opportunities of getting directions.

## Solution

ScienceSoft team created a code base that can be easily used for implementation of similar projects or customized for other aims. As a result of work 3 customizations with different user interface were developed.

First two were created to help users search for different places, such as restaurants, supermarkets, cinemas, pubs, etc. in the area of their location. A user looking for a business or point of interest can do more than locate this on a map; he can access detailed information, get directions, make a phone call. Via the top menu, users can switch between a map, list or compass display. Augmented reality technology was implemented to allow iPhone 3GS users to find directions with the help of their device's camera. Moreover, the applications have the features of rating the places and sharing the results in social networks such as Facebook or Twitter.

The third customization, is aimed at simplifying the process of wedding planning and allows users to calculate the budget, search for photographers, musicians, catering facilities, etc.

## Results

ScienceSoft has successfully developed the set of applications which are currently used by thousands of iPhone users.

## Technologies & tools

Objective-C 2.0, iPhone SDK 2.2.1, 3.1, UIKit, CoreLocation, CoreData, REST-services, Xcode, Mac OS X 10.5