

For Immediate Release

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Knowland Launches SmartPhone Leads App for iPhone

*Cutting edge business development firm releases innovative **Location Aware Augmented Reality** app for mobile platforms*

Washington, DC 6/28/11 – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, has launched the first location aware augmented reality app for mobile platforms in the hospitality industry. The SmartPhone Leads app reinforces the company's initiative *Join the Mobile Apps Revolution* – moving hoteliers and hotel sales into the future with cutting-edge technology.

Knowland is blazing the trail in the hospitality industry with the launch of SmartPhone Leads. The company is focused on bringing technology into people's lives that is visually organized, simple and easy to digest. Augmented reality on mobile devices provides more sales opportunities for Knowland clients with digital information that informs, educates and creates new ways to book business.

With computer-generated content, which is imposed over live images to enhance the real world, augmented reality is one of the most cutting edge features on the market right now. In mobile devices, phones use technology such as cameras, GPS systems, and WiFi to bring together locations and information— all adding up to a richer and fuller sales experience for the user.

“The Knowland Group quickly realized that the future of sales is heading in the direction of mobile devices,” Knowland CEO [Michael K. McKean](#) said. “The mobile experience for Knowland clients continues to evolve as we constantly look for ways to create visually engaging experiences. If you want to be with a company who knows where software is going in the future, Knowland is the answer.”

Knowland's SmartPhone Leads app is a clear lens through which you can see the world. Hotel sales teams will use their smartphones to log into their Insight account. Once they are logged in, they are taken to a live camera view through the phone and on the screen they will see popup bubbles showing groups that have held meetings nearby.

The user can tap on the popup bubble to access the group's phone number, address, the event planner's contact information, see past events and share them with co-workers. With SmartPhone leads, hotel sales managers can stop in front of a hotel and see which groups have stayed there. They can continue to generate and track leads while walking down the street. Even if you move your phone, the hotels and information will appear to remain stationary.

The SmartPhone Leads app is like the real world, only better.

[Click here](#) for a YouTube video showing the SmartPhone Leads app in action in downtown Washington, DC.

About The Knowland Group

The Knowland Group is a proven innovator, developing intuitive marketing products and services that streamline and support event and group sales in the hospitality industry. The company, headquartered in the Mid-Atlantic region, serves over 3,000 hotel clients and 25,000 users globally. Knowland was ranked as the fifth fastest growing software company (public or private) in North America by [Deloitte](#) and the

second fastest growing private company in the travel industry for both 2009 and 2010 by [Inc. Magazine](#).
For more information, visit www.KnowlandGroup.com, call 410-860-2270, or follow us on Twitter
[@knowlandgroup](#).