



## THE BRAND NEW MUST HAVE IPHONE APPS: DESIGN HOTELS™ CITY GUIDES BY UNLIKE MEDIA

*Berlin, 7 December 2009* – Underground clubs, cool bars, new galleries: for travellers who like to feel like a “local upon arrival” Design Hotels™ and Unlike Media have created 11 Apple iPhone City Guide applications. iPhone and iPod Touch holders can download ten individual English language city guides for EUR 3,99 each or the entire package for EUR 15,99 at the iTunes App Store. The Design Hotels™ City Guides are available for the following cities: Amsterdam, Miami, Copenhagen, Berlin, Paris, London, Sao Paulo, Vienna, Shanghai and Barcelona.

### **In the Know With Design Hotels™ and Unlike Media**

With location-based technology, users can search for the best restaurants, bars, clubs, museums, shops and Design Hotels™ member hotels that are closest to their current location. There's also no need to worry about expensive roaming fees because the content is accessible offline as well.

The Unlike Media team of culture-savvy journalists are constantly researching and updating the listings and reviews to keep travellers current on happenings in the local scene. Each listing includes an honest and informative review as well as high-quality images and logistical details. The Design Hotels™ City Guide content is updated every 24 hours with new entries, events and facts. Content updates are free of charge.

### **Key Features of the City Guide Applications Include**

- Seamless access to Unlike content
- Ability to send location information directly to phone contacts
- Bookmark locations with the MyTour function
- Browse by neighbourhood or category
- Search based on location (in order to get the Google Maps information, users have to be online, either with 3G or WiFi)

For more information please visit: [www.designhotels.com/iphoneapp](http://www.designhotels.com/iphoneapp)

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### **NOTE TO THE EDITORS**

Should you require additional information please contact:  
press@designhotels.com or tel: +49 (0)30-8849 400 31

### **ABOUT DESIGN HOTELS™**

Design Hotels™ represents and markets a curated selection of more than 180 independent hotels in over 40 countries across the globe.

More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original," someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

Founded by Claus Sendlinger in 1993, Design Hotels(tm) offers its members insightful travel industry knowledge, from feasibility studies and conceptual branding to market trend consultancy and international sales representation. The company has its headquarters in Berlin and branches in London, Barcelona, New York, Singapore, Bali, Tokyo and Perth.



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## **About Unlike Media**

With customised maps, digital applications, recommendations from local insiders and a regularly updated 'Pulse' blog, Unlike ([www.unlike.net](http://www.unlike.net)) is a tool for modern industrialists.

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