



## PRESS RELEASE

### **Development of first German travel magazine app for iPad accomplished**

*kilibee.com delivered turnkey app and provided conceptual support*

**Munich, July 10, 2010 - Germany's leading digital publisher for travel magazines has chosen kilibee.com for the development of its dedicated iPad app.**

Reise-Inspirationen, Germany's leading digital travel magazine, is one of the first German publishers to realize the tremendous potential for publishing on Apple's new tablet device, and today announced the launch of its dedicated iPad app. The app has been optimized for the iPad, including an interactive navigation and bonus material for the iPad, such as interactive image galleries.

Christoph Hoppe, Publisher and Chief Editor of Reise-Inspirationen is very pleased with the result: "As the leading German digital travel magazine, time to market was a critical factor for us when we decided to launch our magazine on the iPad. kilibee.com proved to be a sparring partner at eye's level who provided us with valuable conceptual support. The app runs stable and fast, both of which were key requirements for us."

Reise-Inspirationen is available through the iTunes store for a price of 0,99 US\$: <http://itunes.apple.com/en/app/reise-inspirationen-das-digitale/id378501694?mt=8>

For more information on kilibee.com, please visit the press lounge: <http://www.tourism-unlimited.com/kilibee>

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### **About kilibee.com**

kilibee.com is a Development company for iPad and iPhone apps. kilibee.com delivers turnkey applications and supports its customers with concept and design, coding, testing and rollout of iPhone and iPad applications. A special focus is set on publishing and user interaction.