

LocaModa Releases StreetSurfer 3.2

Leading mobile-enabled digital signage platform for real estate features improved interface and enhanced listing capabilities

BOSTON, MA – May 2 (SEND2PRESS NEWSWIRE) – LocaModa, Inc., a technology company powering “The Web Outside,” today releases the latest version of StreetSurfer, a location-based interactive marketing platform for retail, entertainment, real estate, travel and tourism industries.

StreetSurfer 3.2 for Real Estate boasts an improved user interface and enhanced listing features. End users will find the new design friendlier, more intuitive and easier to navigate. Brokers now have the additional capacity to showcase MLS Other Firms Listings, thus expanding their reach even further.

StreetSurfer for Real Estate allows consumers to use any mobile phone like a remote control to browse internet-connected plasma screens in real estate brokerage front windows. Consumers can interact directly with real estate listings and brokers can provide a 24/7 dynamically responsive service to attract potential customers.

Bill Nast, VP Sales & Marketing for LocaModa, said, “We’ve brought the consumer experience to the next level. The new user interface is a lot more intuitive, and creates a fun user experience.” Commenting on the increased MLS feeds, he added, “Bringing more listings to the front window gives passers-by more choice, which will be beneficial for both brokers and consumers.”

Availability and Pricing

StreetSurfer 3.2 for Real Estate is provided as a fully hosted service and is available now. Pricing starts at \$399 per month, per location. For more information, contact LocaModa at sales@locamoda.com.

About LocaModa

LocaModa is a technology company, powering The Web Outside. The company creates proprietary interactive networks that extend the power of the web to the street, helping consumers in the moment, opt-in and connect to brands. LocaModa’s patented technology enables consumers to use their mobile phone like a remote control to surf or communicate with large screens in storefront windows, cafes, bars or city streets and converts passive out-of-home networks into interactive marketing networks, creating a closed loop between the web, mobile phones and retail spaces.

LocaModa is taking the web to the street with two applications – StreetSurfer(TM) and StreetMessenger(TM) LocaModa is a privately-held company, headquartered in Somerville, Massachusetts and founded by Stephen Randall, a former EVP and founder of Symbian.

For more information on how LocaModa is powering "The Web Outside" visit:
<http://www.locamoda.com>

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News issued by: LocaModa, Inc.

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Original Story ID: (1596) :: 2006-05-0502-004

Original Keywords: Boston, Massachusetts, LocaModa Inc, Street Surfer, MLS feed, real estate browsing, the Web outside, StreetSurfer 3.2 for Real Estate, location-based interactive marketing platform, StreetMessenger, Wiffiti, Bill Nast, Stephen Randall, software news, mobile-enabled digital signage platform for real estate LocaModa, Inc.