

# LocaModa Connects Social Networks to Social Locations

**Interactive Out-of-Home platform, supports web-based social networks and user-generated content in cafes, bars, colleges, malls and public spaces**

BOSTON, Mass., Feb. 27 (SEND2PRESS NEWSWIRE) – LocaModa Inc. today introduced breakthrough social connectivity to its interactive Out-of-Home platform. LocaModa 3.0 enables mobile consumers to control and interact with social media around them using any mobile phone on any network, while also giving their friends online a window into what’s happening via websites such as Facebook.



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“By connecting social networks to social locations, our platform is uniquely positioned to deliver the same kind of measurability for Out-of-Home networks as advertisers and brands expect from the web,” said Stephen Randall, CEO LocaModa.

LocaModa 3.0 offers a full range of mobile interactivity that seamlessly enables multi-channel integrated marketing. Out-of-home advertisers can now extend their reach to the web and the phone, while networks and location owners can tap into web-based user generated content and bring in incremental revenue via online advertising.

Applications designed for LocaModa 3.0 can run on existing digital signage platforms or be installed as part of a complete LocaModa interactive Out-of-Home solution. The platform is ideal for cafes, bars, colleges and public spaces, but can also be used for conferences, conventions and campaigns.

## **About LocaModa**

LocaModa connects people and places. The company’s social platform enables people to access and control media in their favorite places, bringing location experiences to the web and web experiences to locations. LocaModa connects people in bars, cafes, colleges, public spaces and conferences.

The company is privately held, headquartered in Massachusetts and founded by Stephen Randall, a former EVP/Founder of Symbian. True to its global vision, LocaModa is internationally backed by Dace Ventures in USA, Mahindra Group in India and Sumitomo Corporation of Japan, via its U.S.-based strategic investing arm, PresidioSTX.

More information: [www.locamoda.com](http://www.locamoda.com)

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