

Appdragon – Smart Apps for Smartphones

## **Free smartphone app set to revolutionise marketing for restaurants**

**Eat@ is a new iPhone and Android app designed to make mobile marketing easy and affordable for independent restaurants.**

Appdragon today launches a new application for iPhone and Android designed to revolutionise the way restaurants advertise. Eat@ allows restaurants to use mobile marketing to attract and retain customers.

Unlike existing restaurant directories, Eat@ enables restaurants to communicate directly with their customers' and potential customers' mobile phones.

Proprietors can upload special offers and promotions that are delivered direct to UK customers by SMS, email or in-app alerts. In order to redeem an offer, the diner simply shows the voucher on their screen when arriving at the restaurant.

Proprietors have total control over their data, and can upload photos, add menus and edit content using the easy-to-use browser-based console. Subscriptions to the service for participating restaurants start at just £9.99 a month.

The restaurant directory that underpins Eat@ already lists over 20,000 restaurants, a number that is growing daily.

“Building a dedicated app for an individual restaurant can be pricey and then you have to invest in promoting it to get users to

download and use it. Eat@ overcomes that problem and makes mobile marketing accessible for any restaurant,” explains Zain Jennings, Business Development Manager, Appdragon.

The Eat@ Restaurant App was been developed in consultation with restaurants across the UK, including the Woodlands Restaurants chain in London.

The app can be downloaded from Apple’s iTunes or Google’s Play app stores and is completely free for phone users. Already, with little promotion, the beta version has been downloaded and tested by several thousand diners.

“Mobile phones are everywhere. Our users can find and choose a restaurant wherever they are, whenever they need to,” says Simon Eyre, Marketing Director, Appdragon.

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USER QUOTE - "I wanted to do something different that allowed me to talk direct with my customers. Eat@ allowed me to do that, quickly and efficiently, without investing in costly app or website development projects." – Rakesh Mandani , Owner, Woodlands Restaurants London.

The app is available for free download from iTunes :

<http://itunes.apple.com/gb/app/eat-restaurant/id523495815?ls=1&mt=8>

And for Android phones and tablets:

<https://play.google.com/store/apps/details?id=com.iappdragon.eat>  
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Restaurants can get more information about the app and how to promote their establishment via the web site –

[www.eatatrestaurant.com](http://www.eatatrestaurant.com).

Eat@ will be on stand C108 at the Restaurant Show 2012 at Earls Court on 8-10 October where restaurant owners can talk to the

team behind the app and find out about how mobile marketing can help them.

### **About Eat@**

Eat@ is an app designed to work on iPhones, iPods and Android phones. It also works on tablet devices such as the iPad and Samsung Galaxy Tab.

The app is free to download and use. Users can register to receive notifications of special offers from restaurants across the UK. Notifications are delivered by email, SMS or in-app notifications that pop-up on the user's phone.

Users can opt-in or opt-out from receiving offers at any time.

The app uses GPS technology to locate the user and promote offers near to their current location.

Restaurant owners subscribe to the service (current launch offer price is £9.99 +VAT per month for an enhanced subscription) – usual price is £9,99 for a basic subscription, £15.99 for intermediate and £29.99 for enhanced). The offer price will apply for at least 24 months. The offer ends 31<sup>st</sup> November 2012.

Owners get a secure account on our Web based management console where they can upload content for their restaurants. They can also create and broadcast offers and notifications using the console.

### **About Appdragon**

Appdragon is a mobile apps development company based in the East End of London. It has a small team of developers, designers and marketers with offices in the East End, Saxmundham in Suffolk and overseas.

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## **Media Assets**

For media asset downloads, please visit  
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