



**FOR IMMEDIATE RELEASE**

## **Pasadena CVB Unveils Free Smartphone App for Visitors Using BarZ Technology**

**AUSTIN, Texas (September 16, 2010)** - The Pasadena Convention & Visitors Bureau, in partnership with the City of Pasadena, has unveiled its new GoPasadena Smartphone application for visitors. Visitors can download the free app at the iTunes App Store or Android Market now.

GoPasadena is a passport to all the fun, culture and urban allure that is Pasadena. Like an electronic visitors guide in an iPhone, iPod Touch or Android, GoPasadena enables visitors to plan their visit to Pasadena with the greatest of ease. It also allows them to explore the city at their own pace.

After they download the free application, visitors have access to detailed information on the city's museums, shopping and entertainment areas, hotels, gardens, movie theatres, events, performing arts organizations, popular filming locations, colleges and universities, architectural tours, and much more. GoPasadena offers the following convenient features:

- Interactive, zoomable GPS maps that indicate a visitor's current location and selected points of interest (must have connectivity for maps)
- A description of each location
- Video/Audio (when available)
- Images
- Additional embedded information such as phone numbers, websites and routing directions deliver all the information needed for each stop

GoPasadena was created using the GoExplore™ Tour Guides Smartphone app software by BarZ Adventures. The software allows any organization to create and update its own video tour guide applications that include maps, images, video, event listings, coupons and more.

"We are pleased to offer this innovative, user-friendly tool to our visitors," said Michael Ross, CEO, Pasadena Center Operating Company, which oversees the Pasadena Convention & Visitors Bureau. "Nearly one-third of all cell phones in the U.S. are Smartphones, and nearly 20 percent of U.S. travelers have downloaded one or more travel-related applications to these phones. This trend will continue to grow, and the CVB is proud we are embracing this technology to better serve our visitors."

GoPasadena, along with other apps created with BarZ's GoExplore software, has an easy to use interface that enables users to quickly download the free application, so they can begin enjoying the sights in just minutes.

"BarZ is pleased and honored that visitors can use the new GoPasadena Smartphone app to discover the wonderful things to see and do in and around the city. We look forward to bringing this technology to other cities, attractions and destinations to assist in their tourism marketing and visitor outreach," said Wm. Lee Little, founder and CEO of BarZ Adventures.

For more information, please contact the Pasadena Convention & Visitors Bureau (CVB) at (800) 307-7977 or log onto [VisitPasadena.com](http://VisitPasadena.com).

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**ABOUT PASADENA CVB**

*The Pasadena CVB is a nonprofit marketing organization dedicated to promoting Pasadena as a desirable tourist, meeting and special events destination.*

**ABOUT BARZ ADVENTURES INC**

*BarZ Adventures Inc, founded in 2005, is an Austin, TX based company combining experts in the fields of computer delivery systems and interpretive content development. For more information about the BarZ product line of GPS-based tourism technology, visit [www.barzadventures.com](http://www.barzadventures.com) or call (512) 732-0135.*

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