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PEORIA UNVEILS FREE SMARTPHONE APP FOR VISITORS

PEORIA, Ariz. (Dec. 28, 2011) - The city of Peoria has unveiled its new GoPeoria Smartphone application, where visitors can go to get information on stores, entertainment, outdoor recreation, arts and culture, and much more. The free app is available to download at the iTunes App Store or Android Market, or on Peoria's visitor website www.visitpeoriaaz.com.

Known as the spring training home of the San Diego Padres and Seattle Mariners, who share the Peoria Sports Complex, the city has much to offer all types of visitors, not just sports enthusiasts. The apps feature a number of self guided tours that provide unique insight and suggested stops to make your experience in Peoria more memorable.

GoPeoria offers many visitor-friendly features, including:

- 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

GoPeoria was created using the GoExplore™ Smartphone App Platform software by BarZ Adventures. The software allows any organization to create and update its own visitor guide applications that include maps, images, video, event listings, coupons and more. BarZ Adventures works with CVBs, state and federal parks, scenic byways, college campuses, historic attractions and other types of organizations that have a story to tell.

“BarZ is pleased and honored that visitors can use the new GoPeoria 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, call Melissa Melton, city of Peoria marketing supervisor, at 623-773-8706 or online at www.visitpeoriaaz.com.

ABOUT BARZ ADVENTURES

BarZ Adventures believes that every story needs a storyteller. And, whether customers are interested in telling their story with a Smartphone app visitor guide, an augmented reality adventure game, or a rentable GPS multimedia tour, BarZ Adventures provides the tools and expertise to make it a success! BarZ's products include the GoExplore™ Smartphone Application Platform, Ranger Quest™ GPS Gaming Systems, as well as the GPS Ranger® and Zoo Ranger™ handheld location-based tour guide systems. BarZ Adventures provides its turn-key solutions and professional multimedia content production services to CVBs, scenic byways, national and state parks, universities, theme parks and tourist attractions across the U.S. and internationally. For more information about the BarZ product line of GPS-based tourism technology, visit www.barzadventures.com or call (512) 732-0135.

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