

## **SeatGuru Launches Free iPhone App To Power Fliers On The Go App Features widest selection of seat maps and flyer recommendations, the powerful TripAdvisor Flight Search engine, and real-time flight status alerts**

**LONDON, UK. — 21 March, 2012** — [SeatGuru](#)<sup>®</sup>, the ultimate guide to air travel, today announces its first mobile app for the iPhone. The free app features SeatGuru's extensive collection of colour-coded airplane seat maps— over 700 with detailed seat recommendations covering nearly 100 airlines. The app also provides users with helpful travel tools by integrating the acclaimed TripAdvisor<sup>®</sup> flight search engine, allowing travellers to book a flight on the go, and the ability to get real-time flight status updates.

“We're excited to put the power of SeatGuru's flier-backed seat maps and recommendations in the hands of iPhone users,” said Jami Counter, senior director of SeatGuru. “Our free app gives travellers the peace of mind that they've found the best airplane seat at the lowest price, in an easy-to-navigate display to help make the air travel experience less stressful.”

The SeatGuru iPhone app includes the following useful features:

- **Colour-Coded Seat Maps** – Backed by more than 45,000 flier reviews, SeatGuru offers more than 700 colour-coded airplane seat maps across nearly 100 different airlines. Each seat map includes indicators for good seats (green), seats with some cautionary attributes (yellow), and seats to avoid (red), as well as detailed hover-over comments summarised from fellow travellers.
- **Flight Meta-Search Engine** – Powered by [TripAdvisor Flights](#), the app's flight shopping engine searches for the lowest airfares across online travel agencies, discount airfare consolidators, major airlines, and low cost carriers, so travellers can find the right flight at the best price.
- **Real-Time Flight Alerts** – The app offers real-time flight status updates, supplied by [FlightAware](#), to alert travellers if their flight is delayed or cancelled. Travellers can also have notifications sent to family and friends, so they can be kept updated on flight arrival times and other relevant travel information.

The SeatGuru app can be [downloaded for free](#) worldwide in the Apple App Store, and has an enhanced flight shopping experience with localized information for users in the United States, Canada, United Kingdom, Ireland, and Australia. For more information, please visit [www.seatguru.com](http://www.seatguru.com).

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