

EstateVue local real estate listings app for iPhone launched free in iTunes store this week

FOR IMMEDIATE RELEASE

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KELOWNA, British Columbia – VUE Technologies Inc. today announced that the long awaited local listings app for the iPhone has been officially approved by Apple. The free to download app developed by VUE Tech for its real estate vertical EstateVue is a powerful yet easy to use application for searching local properties. “The EstateVue listings app has been an anticipated add on for many real estate clients across Canada, because of the advertising capability built into the application itself.” said Ryan Grundy, VUE Technologies technology director. “We are confident that our existing clients will see tremendous value in the advertising mechanisms we have built into the application and will encourage their clients to use the application when searching for local properties.”

The application is free for users to download and is tied directly into local MLS data feeds for the latest in accurate real estate data. “We faced some challenges when sorting out issues related to how to best handle the data and not breach any of the board level agreements we have in place related to reciprocity, states Grundy, but our team was able to handle those challenges with some really creative solutions.”

The new iPhone app offers:

- Flexible search parameters
- Advertising opportunities for real estate agents
- Tagged listings
- Thoughtful design
- Accurate up to date data
- Regional specific data
- Driving directions via Google maps
- Voice notes
- Fast loading photo galleries
- QR codes and signage coming soon

EstateVue is the first vertical from VUE Technologies Inc. and has focused marketing products for all levels of real estate.

Pricing & Availability: EstateVue listings app is available for free on the iPhone App Store at: <http://itunes.apple.com/tw/app/estatevue/id421782318?mt=8>

Additional Information: For additional information about EstateVue, including screenshots, demo video, and more, please visit <http://www.estatevue.com/agent/iphone-ipad-app/>

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