



**For immediate release:**

**ProductWorld, Rubicon Centre, Cork, Ireland.**

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***PRODUCTWORLD INTRODUCES THE IPHONE APP FOR FOTA WILDLIFE PARK.***

Using ProductWorld iPhone development tools, Fota Wildlife Park has become one of the first wildlife parks in the world to create an Apple iPhone app.

As an innovative user of the latest technologies, Fota Wildlife Park wanted to create an application that visitors to the park could use before, during and after their visit. Mobile phones and a mobile phone app proved to be only method to reach visitors while on the go and in the park.

By using its unique technology, ProductWorld was able to create and get approval for an iPhone app within 6 weeks of the project starting at a cost which was 50% lower than standard approaches.

The Fota Wildlife Park app uses ProductWorld technology to constantly update news, events, new animals and attractions. The dynamic nature of the app enables the marketing team at Fota to communicate to its audience in innovative and practical ways - even when they are in the park.



Offers, events and other real time information can be communicated to visitors via the iPhone app ensuring a happier and more eventful day out for all.



ProductWorld

About ProductWorld: ProductWorld has created the fastest, most comprehensive and easiest to use iPhone app development environment in the mobile app industry. The creation of the app occurs in 3 steps and a usable demo app can be previewed on the ProductWorld system within 5 minutes. The iPhone app development tool is currently being used by clients in Ireland, UK and USA as a way for them to get iPhone apps developed quickly. A unique feature of the iPhone app tools is that clients can create dynamic apps by changing the browsing categories and content once the app has been released by Apple. ProductWorld is an Irish technology start-up and is located in the Rubicon Centre, Cork, Ireland. [www.productworld.com](http://www.productworld.com)

About Fota Wildlife Park: Ireland's Wildest Attraction, Fota Wildlife Park was opened in 1983 by the President of Ireland, Dr. Patrick Hillery, and is a joint project of the Zoological Society of Ireland and University College Cork. Fota Wildlife Park Ltd. is a non-profit organisation limited by guarantee, and is a registered charity. Any financial surpluses that the Park generates are reinvested in order to promote the company's objectives of conservation, education and research. The park is currently one of the top ten visitor attractions in Ireland. [www.fotawildlife.ie](http://www.fotawildlife.ie)

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