



ReadyPath Debuts MacWorld 2010 Show Walking Maps Application, offering contest for Free iTunes® Gift Card

- iPhone and Microsoft Phone App for Macworld™ Trade show –

SAN FRANCISCO, CA – **February 10, 2010** - , ReadyPath has developed a walking map for MacWorld® 2010. ReadyPath, a new map services company, has developed the first iPhone application for walking maps for in-building use.

“The attendees of MacWorld expect to see the latest innovations in mobile technology and applications,” said Jim Hebert, CEO of ReadyPath. “ReadyPath demonstrates how smart phone technology can enhance the experience of large venue events and conferences”, he said.

Try it out, then tweet ReadyPath your opinion at www.twitter/readypath and you will be entered into a contest to win a \$500.00 iTunes® Gift card.

See how it works on [YouTube](http://www.youtube.com)

iPhone Users can try out the map application by picking it up at [iTunes®](http://www.apple.com)

Microsoft® Smart Phone Users can pick up the application at [Microsoft® Marketplace](http://www.microsoft.com)

Due to the leading edge viewer technology developed exclusively by ReadyPath, Inc. attendees can now roam the show floor using the maps to navigate without worrying about maintaining web connectivity. The new smart phone application downloads the maps and directories into phone memory, making it possible to use a map anytime without having to be on-line continuously. Choose from a list of exhibitors and mark their location on the map. Find and call local restaurants. Maps are surprisingly easy to pan and zoom. They give both the perspective and detail needed to quickly find show locations and local points of interest.

ReadyPath directory/maps can include a single sponsor splash page much like the cover image on a paper map. Unlike other trade show text services, users are only sent the directory - maps they request and do not need to register on-line or give out their personal cell phone number.

ReadyPath developed its smart phone map service to improve the trade show experience for attendees, show management and exhibitors alike. Attendees can better manage their time, exhibitors can improve the quality of their traffic, and show management has an exciting new tool to aid show promotion.

About ReadyPath Inc.

ReadyPath, a privately held company was founded in 2007. The company's mission is to be the premiere venue mobile maps provider for all large venue locations. It's their goal to support the

first “Green Alternative” to paper walking maps giving customers what they want; real-time information in an accessible and convenient mobile application. For more information on venues supported by ReadyPath Visit www.readypath.com

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