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**iGuide to Drogheda: new virtual guide ready for launch**

***-Phone app will promote tourism, local business and jobs***

The town of Drogheda is taking to technology to help regenerate its local economy. A new virtual guide is to be launched this week, aimed at promoting tourism, local businesses and jobs.

The 'iGuide Drogheda on the Boyne' phone App is designed as a tool for both visitors and residents of the town and follows on from the successful launch of iGuide Dublin, which has over 200,000 downloads.

Derick Murphy, Director, iGuide Mobile Applications Ltd., says: "We've been developing the software from 2009 and the concept was released in 2010. We've delivered a number of iGuide solutions in Dublin, Belfast and in the UK, but this is the first regional town app, which was developed to support Drogheda's Local Heroes campaign.

"The App showcases 'Drogheda on the Boyne' and the Boyne Valley and it will include listings for all the tourism attractions in the area. It will include a comprehensive local business directory, with businesses having direct access to the App to upload and manage their own content, in real-time.

"From a user's point of view, it's free to download and offers a personalised guide to the town which you can carry around with you in your pocket. The App will be directly linked with jobs sites and we're working in cooperation with [droghedajobs.ie](http://droghedajobs.ie)," he says.

Murphy, cites the push notifications and Augmented Reality as great features of the App. As all content is controlled from a content management system App updating will not be necessary. As new features are released, they are deployed to the CMS and immediately available through the App. The alerts will target tourists and global users too.

"The App is driven dynamically in real time, so from a content point of view it is updated instantly. One of the nice features is that you can send out notifications to all users informing people of things like new job entries or to promote upcoming festivals. This is a nice feature for the local community and any tourist visiting the town and can create interest from the global spread of the App."

The App is in beta release to local businesses to finalise uploading content. This release is available on iPhone only, but iGuide are looking at an Android version. It will be launched to the people of Drogheda this coming Wednesday (30 November) at their 'Christmas Spectacular' evening festival at 6pm. For more information visit [www.iguidedrogheda.com](http://www.iguidedrogheda.com) and lookup RTE Local Heroes on Facebook.

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