



## EMPOWERING THE TRAVELER

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### **Introduction**

GateGuru is a mobile application that leverages technology and community to revolutionize the in-airport consumer experience. GateGuru is designed to transform the chaotic and unfamiliar airport environment into one that is more comfortable and rewarding for all travelers. GateGuru launched on the iPhone in December 2009 and will soon be expanding to other mobile platforms and devices.

### **Background**

In 2007, within the top 85 U.S. airports, travelers spent one billion hours and \$6 billion on in-airport goods. Much of this time and money were spent at random, as airports stand as a unique space where consumers find themselves frequently, yet are unfamiliar with their surroundings. Additionally, signage is often poor or non-existent, and there is no central repository of easily accessible web-based information; these factors contribute to making the airport experience disorienting and less rewarding for travelers.

It was this identified unmet need that led to the creation of GateGuru. GateGuru serves as the leading light for its users to quickly and easily locate the most desirable options (based on a variety of factors) for restaurants, shops, and important services within the top 85 U.S. airports. As GateGuru scales and builds its community, an international version will be launched.

### **GateGuru Overview**

Once the GateGuru application is launched from the mobile device, it determines the appropriate airport based on the user's location. The user then selects his or her relevant location within the airport (a terminal or concourse) and GateGuru provides the food, shopping and service options, giving detailed information about the amenities including locations, photos, ratings and user reviews. GateGuru also allows users to search for specific amenities (i.e. "ATM", "Coffee" or "Hudson News") or options near a certain area (i.e. "pre-security" or "Gate B14"). At this point, the user is no longer an uninformed traveler, but instead is leveraging unique technology and a vibrant online community to become a knowledgeable consumer. Understanding the in-airport marketplace and making smart purchasing decisions offers a new and unique opportunity for both businesses and consumers. In addition to its use as a guide, GateGuru will also serve as an active and valuable community through user ratings, reviews and recommendations. Users have the opportunity to provide feedback, comments, photos and more, related to the amenities provided within the airport. Through user feedback, GateGuru will keep its finger on the pulse of the in-airport consumer market, a space where billions of dollars are spent, yet consumers have always (until now) been at the mercy of their surroundings.

In addition to ratings and reviews, GateGuru encompasses several other popular social media elements to enhance user interaction and engage a vibrant online community. Users will be able to easily tweet and update Facebook statuses directly from the GateGuru application. Additionally, there is a section called "High Flyers," which acts as a leaderboard or scorecard for GateGuru users. The leaderboard shows the top users nationwide, at a specific airport and among a user's Facebook friends. Users obtain leadboard points for logging into the application, rating and reviewing concessions, adding new amenities not in the current database, and updating obsolete or incorrect information.

GateGuru is the new must-have travel resource in the age of Web 2.0 and instant access to information. Go with GateGuru to be your trusted travel companion for your next trip!

### **Contact GateGuru**

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