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Chicago Market Opens Today, Debuts Mobile Application

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[ChicagoMkt2010.jpg](#) [1]

CHICAGO—The Chicago Market: Living and Giving opens today with the introduction of a mobile application tool. The show runs through July 28.

The tool will allow buyers and retailers to access the product locator for the show by using “smart” phone technology, according to a statement from MMPI. The product locator enables show attendees to search for showrooms, exhibitors, product lines and other features on their smart phones. The tool works with iPhones, Blackberrys, Droids and other smart phones, and permits attendees to plan and navigate their showroom visits in advance.

The application also provides access to social media, national news and weather. Download instructions for the tool can be found at the Chicago Market Web site, shopchicagomarket.com.

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