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MMPI debuts mobile app for Chicago market

By Home Accents Today Staff -- Home Accents Today, July 22, 2010

MMPI is offering a free new Mobile Application Tool, which will allow buyers and retailers an easy and convenient way to access The Chicago Market: Living and Giving product locator using Smart phone technology.

This new online Mobile App will allow buyers to take advantage of the benefits of the online product locator to search for showrooms, exhibitors, product lines and more using their smart phone.

This is an extremely versatile Mobile App that will allow users of iPhones, Blackberrys, Droids and other Smart Phones to access show information from their phone instead of having to use a computer. This Mobile App will work for pre-show planning during market to help buyers navigate and locate resources quickly.

Users of the Mobile App will receive up-to-the-minute information about showrooms, exhibitors and product lines, including access to social media, national news and weather.

"We are continually striving to incorporate the latest technology into our Chicago Market, to make it the best place to do business in the industry. MMPI's focus is to use this technology to create an environment where information can be shared and distributed easily to our buyers, exhibitors and showrooms," said Joan Ulrich, senior vice president, MMPI. "This new mobile app is a big part of this new environment. It is an invaluable tool that will allow buyers and retailers to maximize their time before and during our market, and ensures that everyone is sure to take full advantage of all the benefits the market has to offer.

Easy to use download instructions can be found on the Chicago Market website, at www.shopchicagomarket.com or go to chigift.mwap.at on your mobile browser to download immediately.

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