



Rough Guides launch free World Lens App on the App Store



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Rough Guides today announced its Rough Guides World Lens App is now available on the App Store for iPad, iPhone and iPod touch. The free, inspirational travel app showcases the best of Rough Guides' picture library.

The Rough Guides app has 200 beautiful images that users can browse through in slideshow mode, share with friends and family via email, Twitter or Facebook, tag as favourites, download as wallpaper or geo-locate on a world map. Regular fresh uploads to the gallery means users never run out of inspiration for their next holiday. Evocative captions and short essays by Rough Guide writers accompany each image.

Escape to the Amber Fort in Rajasthan, the riverside food stalls of Vientiane or the awe inspiring Blue Mosque in Istanbul. From landscapes to seascapes, urban life to intimate portraits, mouthwatering food to colourful festivals, get up close and personal with the best in travel – wherever you are.

"We're really excited to be releasing the first Rough Guides app," says Peter Buckley, Digital Publisher for Rough Guides. "We know that travellers love inspirational images and there's something about viewing them on iPad, iPhone and iPod touch that really make them come to life. Our new app will pull you straight off your sofa and into the destination – with the geo-coded maps and insightful writing, it's the next best thing to being there."

Notes for Editors:

Rough Guide World Lens is available now for free from the App Store on iPad, iPhone or iPod touch or at: <http://ax.itunes.apple.com/gb/app/rough-guides-world-lens/id402171794>
Created in partnership with BoomTish

About Rough Guides:

Passionate for telling it like it is, Rough Guides has been inspiring travellers to explore the globe since 1982. A leading travel content provider, Rough Guide content is available in our award winning guidebooks, inspirational gift books, innovative mobile apps, ebooks and in bespoke custom publishing guides and digital products. From maps and phrasebooks to round the world planners and pocket city guides, there's a Rough Guide to suit everyone. We have over 250 authors and contributors and pride ourselves on accurate, up-to-date information and informed, contemporary writing.

Rough Guides also publish a lifestyle series with books on a range of subjects, from the bestselling Rough Guide to Pregnancy and Birth to zeitgeist books such as the Rough Guide to the iPad.

Rough Guides are part of the Penguin/Pearson family who have offices worldwide. Start your journey at www.roughguides.com <<http://www.roughguides.com>>. Make The Most Of Your Time On Earth™

For further information, visuals, or to arrange an interview with Digital Publisher Peter Buckley, please contact: Rachel.sprackett@uk.roughguides.com - 0207 010 3701