

iTheatre provides London theatre goers with mobile guide and bookings  
1<sup>st</sup> iPhone app dedicated to London theatres launched by [BestOfTheatre.co.uk](http://BestOfTheatre.co.uk)

London, UK – 26<sup>th</sup> June, 2009 - The West End has gone mobile! Official theatre ticket agent [BestOfTheatre.co.uk](http://BestOfTheatre.co.uk), provider of the best seats at the best prices, has today launched iTheatre – the first iPhone application dedicated to London theatres. Keeping up to date with all the latest shows and all the latest prices, as well as reviews, seating plans, ticket availability and mapping services, has never been easier.

Covering all major West End productions, iTheatre provides theatre fans with a comprehensive and pocket-sized guide with reviews, seating plans, ticket availability and even mapping services. Theatre fans can also search for shows by genre, such as family show or musical, and even watch a video clip.

With a live bookings service and up to 60% off top London shows, iTheatre also enables theatre goers to stay up to date with all the latest discounts and be the first to bag the best bargains.

“Keeping in touch with the West End and booking your theatre tickets has never been this easy,” comments Francois Bonnefous, founder at [BestOfTheatre.co.uk](http://BestOfTheatre.co.uk). “iTheatre brings everything you need to know about London’s shows straight to your fingertips, no matter where you are.”

iTheatre was designed and built by Ubinow – a leading developer of iPhone applications.

More information, photos and video at <http://www.bestoftheatre.co.uk/itheatre/>

#### About BestOfTheatre.co.uk

BestOfTheatre.co.uk is an official ticket agent, providing theatre fans with accurate and up-to-date information for the major West End productions, together with 24/7 reservation facilities. It is committed to providing the best possible booking experience along with the best possible prices.

#### About Ubinow

Ubinow Solutions is an interactive mobile application development company specialising in building native applications for the Apple iPhone/iPod touch and JavaME. Founded in 2008 and based in London, it is a small team passionate about building innovative applications for mobile devices.