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## **Thirsty Pocket: A revolutionary way to buy and sell using the iPhone!**

### **Snap it, Post it, Sell it. Post a rich media ad in less than a minute.**

Thirsty Pocket Labs announces Thirsty Pocket, now available for free through the iTunes Store. The application aims to create the premiere marketplace for “Generation iPhone” through its ease of use for sellers, and fun and convenient way to buy for shoppers.

Thirsty Pocket Labs is able to offer a truly disruptive solution to a problem that many millions of people have. Most people are put off by the complexities and time required to post items for sale on other on-line sites such as eBay and Craigslist. Smartphone shoppers find it awkward to navigate other shopping sites. Thirsty Pocket removes these obstacles to buying and selling.

Thirsty pocket is the World's premier mobile marketplace. No other marketplace is as easy to use for sellers or as fun for buyers. iPhone users can snap it-post-it and sell-it in less than 60 seconds. This is the first time technology has enabled a person to post classified ads with pictures using one application on one device that is mobile. Creating ads with high quality pictures and browsing ads are both done on the iPhone – without any need for a computer!

There is no account setup required and there are no fees. Buyers can see what is for sale where they presently are or anywhere in the US. It's fun to flick through pictures looking for cool items for sale or to find that great deal.

#### **Overview:**

Thirsty Pocket was designed for non-technical users to be able to easily post items for sale complete with pictures. All it takes is sixty seconds to snap a picture and post an item to the Thirsty Pocket marketplace. Smartphone users with a few minutes of time can see what is for sale in the immediate area, whether at work, home, commuting, traveling or at sporting events. Swiping through pictures of items for sale is addictive thanks to Thirsty Pocket's rich media views.

The unparalleled ease of use fits perfectly with busy Smartphone users who have not spent the time needed to post items on other marketplaces. Thirsty Pocket will attract current eBay and Craigslist users and the many people who found posting on those marketplaces to be too difficult and time consuming. The next generation of users has a predisposition to using their phone for everything, so it is expected they will bypass web based marketplaces and go straight to Thirsty Pocket.

Our client-server solution uses several proprietary optimization techniques transparent to end users that ensure a snappy feel to the application. Thirsty Pocket makes use of the location awareness, integrated camera, and rich media presentation to create a new shopping experience never seen before. The server infrastructure ensures ecommerce availability and security.

#### **About Thirsty Pocket Labs:**

Thirsty Pocket Labs leverages the ground breaking technology and ease of use of the iPhone to solve problems that affect millions of people. The team has applied dozens of years of experience in mobile technology to create a disruptive solution for listing items for sale with rich graphics. The Thirsty Pocket iPhone application is the first disruptive solution to be announced.

Thirsty Pocket is a trademark of Thirsty Pocket Labs. The Appstore and the iPhone are trademarks of Apple Computer.

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