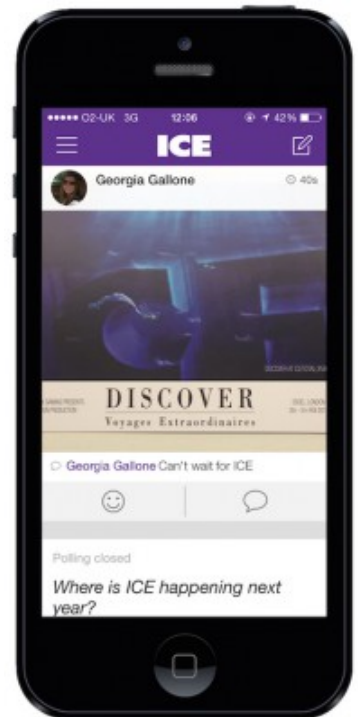


# ICE launch ,dynamic' iOS and Android app. for world's biggest gaming event



Tap directly into gaming with the dynamic ICE app.

London (19 December) – Visitors, exhibitors and delegates attending ICE and the co-located ICE Conferences (3-5 February, ExCeL London) have the opportunity to tap into all the latest developments taking place in and around both events courtesy of the new dedicated ICE app. Available for free on Android and iOS devices, the app allows visitors to access the full event schedule, browse the latest product launches, receive information on all of the speakers taking part in the ICE Conference and Seminar programme, as well as develop a personal event planner to remind them of appointments, business meetings, and other events. It also features a detailed interactive floor-plan to help attendees navigate the 60,000+ square meters of show floor space as well as keep

stakeholders fully up-to-date with the latest developments through a link to the #ICE2015 social media tag.

Marketing Director Jo Mayer said: „The ICE app is full of new ways for visitors to engage with the show, plan their week, discover who’s exhibiting, arrange meetings and see who’s speaking. It’s also an interactive tool that allows visitors to post updates and comments in the activity feed, share photos and even earn points and badges for participating.

„We wanted to create an app that complements ICE by opening up a dynamic, mobile window onto the event, and give attendees their very own view of the countless commercial and networking opportunities that are part of the fabric of the world’s biggest gaming exhibition. It really is an essential tool for all attendees, and invaluable in helping everyone get the absolute most out of what ICE has to offer.”

The find out more go to „[www.icetotallygaming.com/app](http://www.icetotallygaming.com/app)“: <http://www.icetotallygaming.com/app>, or download for free from the iTunes App Store and the Google Play Store. To register for ICE Totally Gaming, go to „[www.icetotallygaming.com](http://www.icetotallygaming.com)“: <http://www.icetotallygaming.com>