

THE DEEP LAUNCHES NEW APP DURING BIZWEEK

The Deep is launching its new app iDeep at the Green City event on June 7th during Hull's Business Week. The app, which is available on the iPhone and Android operating systems, features the animals of the award-winning aquarium, and has been developed by local IT solutions company, Marquest.

The app costs 59p to download and proceeds are donated to The Deep's Manta Ray conservation project, working with the Cousteau Foundation in the Red Sea. The app can be downloaded free of charge for the duration of Hull's Business Week.

Colin Brown, The Deep's Chef Executive explains, "Marquest approached us with the idea of producing a dedicated app as a way of cutting their teeth in the very competitive app development market. We are really pleased with the app, which aims to enhance the visitor's experience of The Deep. It features our animals of The Deep and provides another way to help our visitors, and those interested in marine life to further their understanding of the oceans the threats they face. Each description includes an illustration of the animal along with details about its food, habitat, its geographical origin and an indication of whether or not it is endangered in the wild. The inclusion of Brin Edward's anatomically correct illustrations makes the app particularly attractive "

Alistair Meakin, Marketing Director of Marquest said, "We met with Colin at The Deep some months ago, with our idea of creating a dedicated app for The Deep and were delighted when it was agreed. The project has provided my team with the chance to break into the apps market. We have worked very closely with The Deep team to ensure that the information is of a high quality and is correct. The app features a soundtrack to increase its accessibility."

Marquest is now working on a fully interactive audio visual tour of The Deep, which will eventually replace the The Deep's audio tour headsets and will be added as a feature of the iDeep app.

Note to editors: For screenshots and to review app, please contact Linda Martin for promotional code to allow free downloading. The Deep is exhibiting at the Green City event at the Mortimer Suite, Hull City Hall 9:30am to 1:30pm Tuesday 7th June.

Further information

Public: Please call 01482 381000 (option 3) or visit www.thedeep.co.uk

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