



Making Maps for Real People

Media Release: Zoomin.co.nz flying high

Date: 01/04/2007

In a strange town or city? Want to know where the locals go for a great meal? Or perhaps you want some insight into the best parks in town?

Zoomin.co.nz, the site that makes maps for real people, could well have the answers.

ZoomIn is the popular interactive mapping website designed to help people find out about new and unique places in their cities, towns and neighbourhoods. The website was created in November 2005 by software development start-up company ProjectX which is part of Wellington's business incubator Creative HQ.

ProjectX Product Manager Tomek Piatek says the website has been gaining a steady following. There are more than 7000 registered users, along with almost 100,000 unique visitors a month.

"It's very exciting to see that more and more people are discovering what a great site zoomin.co.nz is. It's a site that has a lot to offer and the more people that get involved the better it becomes. There are already almost 40,000 places added to the map by our registered users and we are always looking to build on this."

ZoomIn is mainly built by users adding information when they visit the site. For instance one user started a page over summer about river swimming holes in the Wellington region. Other users added their favourite spots and now anyone can visit ZoomIn to find out about the best swimming holes in Wellington.

"It's really about creating a community where people can share information and opinions about places around us – about anything from swimming holes to restaurants to exact locations of bus stops," says Tomek Piatek.

ProjectX has also launched an Australian version of the site, Zoomin.com.au, and it's been proving very popular.

Tomek Piatek says the high functionality of the site impressed the writers on interactive news website reddit.com so much one wrote "ZoomIn has features...that Google maps hasn't got. When you compare more than 100 developers employed by Google to work on Google maps against four, it is pretty impressive to me". The next day 5,000 people visited zoomin.com.au.

Right now the team at ZoomIn is plotting how they can expand the site and are looking at adding an events section.



ProjectX Technology Ltd.

www.projectx.co.nz

info@projectx.co.nz

Making Maps for Real People

“We want to go beyond just finding places, to finding out what’s happening and where. People will be able to search the site for things like garage sales in their area, school fairs and shop sales – or any kind of event really.

“That’s part of the beauty of the site – it will evolve the way the ZoomIn community wants it to – we have the energy and expertise to help users take it in all sorts of directions.”

ProjectX has already scooped two TUANZ awards and have been nominated in the up coming Wellington Gold Awards.

ENDS

For all media enquiries contact Tomek Piatek on 021 659629 or email media@projectx.co.nz