



RUNNIN' CITY

Press Pack





RUN AND DISCOVER,
RUN AND HAVE FUN,
RUN AND LEARN,
RUN SMART...

The concept of **Runnin'City**: a unique, innovative and free smartphone app. **Runnin'City** guides runners through their chosen city, from their current location to the nearest point on the Smart Run. A **Smart Run** is a pedestrian route that passes by the city's main Points Of Interest.



Free app, available on iOS and Android devices



Discover a new running experience

- 📍 You like running to **stay fit** and **de-stress**, but you don't know where to run in the foreign city you are visiting?
- 📍 You want to **sightsee** during your **holiday** or **business trip**?
- 📍 You're starting to tire of your usual running route, and you'd like to **discover** new places in your hometown?

Based on their personal experiences of these problems, the creators of **Runnin'City** were inspired to make the perfect sightseeing app!

RUN SMART WITH **RUNNIN'CITY**

Runnin'City offers a new vision of running, one based on **discovery** and **sightseeing**. Featuring more than **450 Smart Runs** (sightseeing routes of 5, 10 and 15 kilometres, specifically designed for runners), Runnin'City will guide you through the city of your choice and help you **get the most out of it!**



MEN OR WOMEN ON BUSINESS TRIPS, PASSIONATE TRAVELLERS, CASUAL JOGGERS...

Runnin'City was designed for those who want to take a bit of time out of their busy schedule to discover unknown cities, and for those looking to keep fit without necessarily wanting to become competitive athletes.

The app provides the user with all the usual data, such as **average speed**, **total distance** and **calories burnt**, but the focus is on the enjoyment of the **Smart Run**. Users can forget the old struggles of running, and can instead turn their attention towards the pleasure of exploration and discovery.



With **Runnin'City**, discover hundreds of cities across the world while running (or walking)

FUTURE SMART RUNNERS, LISTEN UP!

Runnin'City is already available in hundreds of **cities** across the world. Runners can launch their **Smart Runs** in Paris, Berlin, London, Brussels, Luxembourg, Rotterdam, Geneva, Lisbon, Lyon, New York, Washington, Boston, Chicago, Miami, Atlanta, Dallas, Houston, Montreal, Quebec City, Toronto, Vancouver, Rio de Janeiro, Havana, Sydney, Tokyo, Singapore, Seoul, Marrakech, Cape Town, etc...



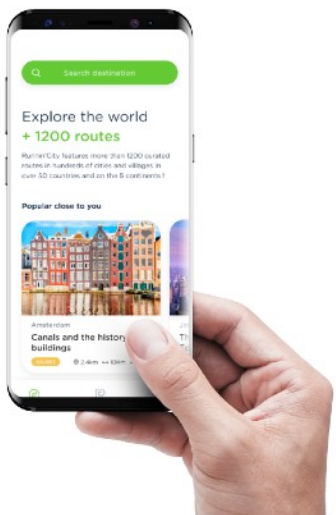
At the moment, there are at least **3 routes** available in each city.



New cities and **Smart Runs** are added all the time!

With such a great collection of destinations, why not hop on a plane and try the app right now?

OK, let's see how it works...



POP IN YOUR HEADPHONES, **RUNNIN'CITY** WILL DO THE REST

With audio **GPS instructions**, the app guides the user through their city of choice, passing by the main **Points Of Interest**: landmarks, bridges, parks, museums...

The app also provides the user with the usual data: **distance, time, speed** and **calories burnt**...

But the pleasure of **discovery comes first!**

The GPS locates the runner, and the **audio guide** reads a **30-second** description about every monument passed on the **Smart Run**.

HOW IT WORKS AND SPECIAL FEATURES

EXPERIENCE A NEW WAY OF RUNNING

Just download the Runnin'City app and choose the city you want to discover, as well as the total distance you want to run or walk (**5, 10 or 15 kilometres**). Put on your favourite **running shoes**, pop in your **headphones** and **let your sight-jogging experience begin**.



Runnin'City guides you from your current location to the nearest point on the Smart Run.



The app briefly gives you information about the points of interest you pass.



The **GPS** gives you **audio instructions** that guide you from one point of interest to the next.



Turn off Data Roaming: the only time you'll need an Internet connection is when you download the map. You can do this in advance, from the comfort of your home or hotel room.



New cities and **Smart Runs** added every week.



The application and all its content, including tourist information, is available in **English, French, Spanish and Italian**. German, Dutch and Portuguese are partly available.

A concept designed by two **passionate**, sport-loving entrepreneurs.

The founders of **Runnin'City** are two **entrepreneurs** who spent years at the head of **international companies**. When their jobs took them across the globe on business trips, they had three personal concerns: **de-stressing** after a long day of meetings, **keeping fit** and **discovering the city** they were in.

In their experience, the best way to achieve these three goals was by **running** or **walking**. But it's difficult to know **where to go** in a new city. They often ended up running in **uninteresting** or **unsafe** areas, sometimes even giving up on exercise altogether, and simply staying in their hotel rooms.

This is how the concept of **Runnin'City** came to life. They wanted to create a smartphone app that would allow users to run efficiently wherever they were: they called this **Smart Running**.



Christophe Minodier, a keen runner, is now an ultra-trail racer. The 44 year-old Lyon-born entrepreneur used to be at the head of several international companies, such as Recaro France and Red Castle International. More recently, he led the sales department at Smoby, the toy manufacturer. He's now enjoying working for his own company, where his personal work philosophy goes hand in hand with the work ethic in the office.

Olivier Lebleu enjoys a variety of sports, including running. The 47 year-old Belgian businessman established himself in Lyon, and was the marketing director of several companies (REDNET, Lasercom) before he founded his first company, Nirva Software, a European software publisher. His skill-set perfectly complements Christophe's. In light of this, and his previous experience as a company director, he decided to roll up his sleeves once more to launch Runnin'City, and with his help, the project has rapidly developed to achieve international success.



RUNNIN' CITY

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All Smart Runs available for free



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Press contact: press@mile.eu.com | Olivier Lebleu +33 6 87 83 69 22