

<http://www.pocket-lint.com/news/21958/bt-myplace-pocket-concierge-service>

## BT MyPlace "pocket concierge" announced

### London launch for info service

by Amy-Mae Elliott published on 3 February 2009

"A personal, location-based Wi-Fi-enabled information service" has launched for London.

Called BT MyPlace, the free service, described as a "pocket concierge" is now available from any wireless device using the BT Openzone outdoor Wi-Fi network in central London and the West End.

After registering preferences such as favourite food, shops or activities, users are sent nearby recommendations based on these favourites and their location.

Ad-funded, the service's content partners include Time Out, Love Theatre, Kodak, LondonPass and audible.com with some transport info also available.

MyPlace is being launched as a 6 month free trial.

