

Imagine launches two new mobile technology websites on same day

Pioneering publisher launches **SmartphoneDaily** and **GPSDaily**

The team behind *Smartphone & PDA Essentials* magazine has launched the ultimate online resources for users of Smartphone and GPS technology – **SmartphoneDaily.co.uk** and **GPSDaily.co.uk**.

SmartphoneDaily.co.uk offers news, comment, and opinions from one easy-to-navigate page, along with previews and reviews of the latest handsets and accessories from Bluetooth headsets to solar chargers and memory cards. Regular software reviews cover everything from personal organisers to games and media players, while the multiplatform tutorials teach tips and techniques for Windows Mobile, BlackBerry, Symbian, Android, iPhone and Palm users. The site also features exclusive video reviews that provide a unique, up-close look at the latest smartphone technology as it's released.

GPSDaily.co.uk is aimed squarely at the huge and ever-growing number of GPS and satnav users. As well as news, reviews and opinions written by experts in the field, visitors to the site can access maps and free downloadable Points Of Interest files for popular satnav systems, from TomTom and Garmin.

"After more than seven successful years in print we are delighted to be launching these online products," said Editor, Andy Betts. "In the fast-moving world of mobile technology it is important to be able to communicate the latest developments as they happen, and we are excited that we will be able to share our knowledge and enthusiasm with readers on a daily basis."

Editor-in-Chief, Dave Harfield commented: "With their unique mix of tutorials, reviews and hands-on videos, these new sites will become an essential bookmark for all smartphone and GPS users. We're very pleased with these sites and we're looking forward to building them with both users and our advertisers."

The SmartphoneDaily and GPSDaily websites are the latest additions to Imagine's growing online portfolio that includes the recently launched gaming portal **NowGamer.com**, which contains over 4,500 videogames reviews, and the hugely popular **DPhotographer.co.uk**, which recently hit 50,000 photo uploads.

Imagine Publishing is one of the UK's fastest-growing consumer specialist publishers. Formed in May 2005, Imagine now publishes 20 magazines and 27 websites in the videogames, computing, entertainment and photography markets. An Imagine magazine is purchased every ten seconds.