



playsoft®  
L'AGENCE MOBILE

Press alert - Paris, March the 9th 2011

## A NEW CONTRACT FOR PLAYSOFT THE MOBILE AGENCY

Playsoft is proud to announce a new budget : **Lille City Hall**

**Lille City Hall** calls to Playsoft The Mobile Agency for its application on iPhone and Android. Thanks to this application, people living in Lille and tourists will be able to be informed of news and events in Lille. Otherwise, users will have access to useful information about the municipality.

**The « Playsoft Touch » of the Mobile Agence is :**

- Counsel in mobile and community strategy
- Realization of applications on every technologies et platform (mobiles, tabs and Facebook)
- Marketing accompaniment to get the max ROI
- Communication counsel to optimize number of users ans SEO (Search Engine Optimization)
- The knowledge of our team made of more than 100 specialists allowed us to gain their confidence : Le Figaro, TF1, Warner, The French Football Team, Le Festival de Cannes, TéléLoisir, Nathan ...

Further information at : [www.playsoft.fr](http://www.playsoft.fr)

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