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"zzZ" is a new hotel booking app for iPhone.

Proxima, a young french company, just released "zzZ", a brand new iphone app to find and book a hotel directly on the iPhone or iPod touch.

zzZ includes more than 75000 hotels worldwide, in 12000 destinations, across 75 countries and, is **available for free** on the appStore.



The application let you search hotels by city and has the originality to display available hotels on a **itunes-like coverflow**.

"The idea was to put the hotel's pictures at the center of the app. It's always difficult to make a choice among a huge list of hotels illustrated by tiny pictures... so we wanted to create an experience "more visual" !" said Nicolas SALIN, CEO of Proxima.

For each hotel, The app offer a fully detailed description, picture gallery, and a **built-in Google map** to check hotel's surroundings.

Once that you've chosen a hotel, you can **book it instantly within the app**, in a simple 3 steps booking process. thanks to a SSL encryption, the booking is 100% secured all along the booking process till the confirmation. A credit card is required to guarantee the booking, but no money will be charged, as the payment has to be made directly at the hotel.

zzZ is available in **three languages** : English, French and German

zzZ has **worldwide coverage**, offering thousands of hotels, from motels, inns, or B&Bs to boutique hotels or luxury resorts, plus all International chains like Accor, Best Western, Comfort Inn, Marriott, Hilton, Hyatt, Radisson, Ritz-Carlton, Sheraton, Westin, and also regional chains like Kyriad, Logis de France, Citéa, Chateaux & Hôtels collection and many more.

System Requirements:

zzZ works on iPhone 3G and iPod touch and has its best performance on iPhone 3Gs.
zzZ required iPhone OS 3.0

ABOUT PROXIMA

Proxima is a young french company which creates its own **web & mobile** projects, mostly in the **e-tourism** sector.

Proxima also **help third parties to make the jump into iPhone business** by offering application design, interface study & whole project management.

Created in 2008, the company is led by its two founders.

Nicolas Salin, CEO, developed projects in e-tourism for several years. He's the "lead designer" and "Marketing manager" of the company. He gained deep experience with travel industry, while working for his former project "Clicknview" where he created "Rich media" applications for luxury hotels.

Sebastien Houzé, CTO, is the software architect and network specialist of the company. He got a strong IT background, working in internet industry for 10 years in top european dot-com companies like "RueDuCommerce.com" or "Dreamnex".

Proxima have his offices both in Paris & in south of France, in Marseille.

For more information, visit:

<http://www.zzz-app.com/>

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