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360Directories.com launches mobile version of sites

Wichita, KS. June 19, 2009 - Wichita-based 360Directories.com launched a mobile version of their web-based business directory on Friday, 360Wichita.com, as well as mobile versions of all sites operating on the 360Directories software.

The mobile sites provide cell phone and mobile users with fast loading content, re-formatted to fit on phone screens and other mobile devices. Features typically found on 360Directories sites that do not well work on phones such as virtual tours and animations were left out of the mobile display for enhanced speed and usability.

The mobile version focuses on quick access to business information including coupons, events, addresses and phone numbers, which are formatted for click-to-call where available. Users who visit 360Wichita.com or one of the other 360Directories.com sites will automatically be directed to the mobile site when viewing from a mobile device.

360Directories.com also maintains an iPhone application (app) to complement their directory software. The application is similar to the mobile version, but takes advantage of features only available on the iPhone.

The 360Directories software allows entrepreneurs, newspapers, media companies, civic groups and associations to establish and maintain a local or targeted web directory with a comprehensive set of online tools. At a local level, the software allows business owners, association members and advertisers to build and/or enhance their web presence with online marketing tools and showcase their products and services with interactive visuals.

Wichita-based 360Directories.com is the parent company of 360ideas.com and 360Wichita.com. The 360Directories brand develops and licenses local directory software to entrepreneurs, newspapers, media companies, civic groups and associations. 360Wichita.com is an operator of a 360Directory site and a leader in local internet marketing. 360ideas provides custom web site design, online application development, search engine optimization and advertising services.

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