



# RUNNIN' CITY

Press pack



**RUN** AND DISCOVER,  
**RUN** AND HAVE FUN,  
**RUN** AND LEARN,  
**RUN** SMART...

This is the concept of **Runnin'City**: A unique, innovative and free smartphone app. **Runnin'City** guides runners through the chosen city, from their current location to the closest point of the Smart Run. A **Smart Run** is a pedestrian itinerary that passes by the city's main Points Of Interest.



# RUN SMART WITH RUNNIN' CITY

**Runnin'City** offers a brand new vision of running, based on **discovery** and **sightseeing**. Thanks to over **300 Smart Runs** (5, 10 or 15-kilometer sightseeing itineraries designed for runners), **Runnin'City** will guide you through the city of your choice and help you **get the most out of it!**



## Do you want to run differently?

- 📍 You like to run to **stay fit** and **de-stress**, but you don't know where to run in the foreign city you are visiting?
- 📍 You want to do **sightseeing** in your **holiday** or **business trip** destination?
- 📍 Your usual running itinerary is starting to be boring, and you would like to **discover** new places in your hometown?

These are the problems the two creators of the **Runnin'City** app encountered, and this is the reason why they developed the perfect sight running app.

## MEN OR WOMEN ON BUSINESS TRIPS, PASSIONATE TRAVELLERS, CASUAL JOGGERS...

**Runnin'City** was designed for all of those who like to take time for themselves even with a busy schedule, discover unknown cities, and want to stay fit without the ambition of necessarily becoming a competitive athlete.

Of course, **Runnin'City** provides the user with the necessary information like the **average speed**, the **total distance** and the **calories burnt**. But the main focus of the app lies elsewhere: don't focus on the performance and enjoy the pleasure of a **Smart Run**. With **Smart Runs**, beginners will also forget about how tough they thought running would be.



Discover over **100** great cities around the world while running, thanks to **Runnin'City**

# FUTURE SMART RUNNERS, OPEN YOUR EYES!

**Runnin'City** is already available in over **100** cities throughout the world. Runners can launch their **Smart Runs** in: Paris, Berlin, London, Brussels, Luxembourg, Rotterdam, Geneva, Lisbon, Lyon, New York, Washington, Boston, Chicago, Miami, Atlanta, Dallas, Houston, Montreal, Quebec City, Toronto, Vancouver, Rio de Janeiro, Havana, Sydney, Tokyo, Singapore, Seoul, Marrakech, Cape Town, ...



For now, each city offers at least **3** routes. But more cities and **Smart Runs** will be added in the coming months!



The app should feature **150** cities by the end of 2016.

With such a nice collection of destinations, aren't you willing to take a plane and try the app right now?

**OK, let's see how it works...**



## PUT YOUR HEADPHONES ON, **RUNNIN' CITY** IS TAKING CARE OF YOU.

Thanks to its vocal **GPS instructions**, the app guides the user through the city of his choice, focusing on its main **Points Of Interest**: landmark buildings, bridges, parks, museums, streets...

The app also provides the user with the **necessary information** a runner usually likes to see: total run **duration**, **distance**, average **speed**, **calories** burnt...

However the pleasure of the **discovery comes first!**

The GPS locates the runner, and an **audio guide** reads a **30-seconds** description of every monument on the **Smart Run** as soon as you run by.

## HOW IT WORKS AND SPECIAL FEATURES

**You want to run differently? Just download the Runnin'City app** and choose the city you want to discover (it also works if you **walk!**), as well as the total distance you want to run (**5, 10 or 15 kilometres**). Take your favorite **running shoes**, put your **headphones** on and start **sightseeing**.



**Runnin'City** guides you from your current location to the closest point of the Smart Run.



The app reads a **15 to 30-second** description of every point of interest you run by.



The **GPS** gives you **vocal instructions** from one point of interest to the next one.



**Turn off Data Roaming**: the only moment when you will need an Internet connexion is when you download the map - and you can do it in advance, from the comfort of your home or hotel room.



New cities and **Smart Runs** are added every week.



The application and all of its content, including the **touristic information**, are available in **English and French**. More languages will be available soon.

A concept **designed** by two **passionate entrepreneurs** fond of sports

The founders of **Runnin'City** are two **entrepreneurs** who spent years at the head of **international companies**. While their jobs were leading them worldwide for business trips, they also had three personal concerns: **de-stress** after a long day of meetings, **stay fit** and **discover the city** they were in.

In their opinion, the only ways to achieve these three goals are to **run** or **walk**. But the problem when you just arrived in a city you don't know is that you don't necessarily know **where to go**. They often ended up running in places that were **uninteresting** or **not secure**, sometimes even giving up on the idea to exercise to stay in the hotel room.

This is how the idea of **Runnin'City** came to their mind. They wanted to create a smartphone app that allows you to run efficiently wherever you are: this is what they called **Smart Running**.



**Christophe Minodier**, a running lover, is now an ultra trail racer. This 42 year-old entrepreneur, born in Lyon, was at the head of several international companies, such as Recaro France or Red Castle International. More recently, he took in charge the sales department of toy maker Smoby.

**Olivier Lebleu**, likes and practices many sports, including running. This 45 year-old Belgian businessman, who established in Lyon, was the marketing director of several companies (REDNET, Lasercom) before he founded his first company, Nirva Software, a European software publisher. His experience as a company head and the consistency of the project he had with Christophe urged him to roll up his sleeves once again to launch Runnin'City, and quickly make it a project of international stature.



# RUNNIN' CITY

Free download  
First Smart Run offered  
Other Smart Runs: €1.99/\$1.99



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