



THURSDAY 26 MAY 2011

DUNKERQUE-PORT LAUNCHES ITS IPAD/IPHONE APPLICATION

In a constant concern to improve its visibility for customers, Dunkerque-Port is continuing to develop via the social networks and new information technologies.

After the successful launch of its Facebook Company page, the Commercial Division has decided to publish all its regular lines on a dedicated iPad/iPhone application.

Daniel Deschodt, Commercial Director at Dunkerque-Port, says: *"This application a real innovation for a company such as a port. It complements existing publications and can reach an ever-increasing number of people. In this way, the Port of Dunkirk hopes to create a stronger presence for its partners."*

Philippe Leroy, Technical Director at ALTRAN, says: *"Our collaboration with Dunkerque-Port has produced an application in line with our mobile strategy: an application that is professional, useful, user-friendly and reflects the Port of Dunkirk. The technologies used have created a product that is easy and intuitive to use."*

The iPad/iPhone application developed by ALTRAN will be available in just a few days at the App store in the Business and Navigation category.

Press contact :
Marie-Elizabeth BOGUCKI
Tél (Phone) : +33 (0)3 28 28 79 11
Portable : +33 (0)6 07 13 33 42
e-mail : mebogucki@portdedunkerque.fr

Grand Port Maritime de Dunkerque
port 2505
2505 route de l'Ecluse Trystram
BP 46534
59386 Dunkerque Cedex 1 - France



www.dunkerque-port.fr

<http://www.facebook.com/dunkerqueport>