



PRESS RELEASE

2 JANUARY 2018

Blink is a new immersive travel guide that helps people inspire and plan their journey with a one finger experience.

Recently, on Product Hunt, we have been called the Tinder for places.

We launched, the 19th December 2017, on Product Hunt.

Blink is launching one new destination per week for 12 months, all over the world, starting from the 8th of January 2018.

Media Kit

Including product images, founder, brand logo

<https://d145vtautdoe9d.cloudfront.net/press/Blink-Media-Kit.zip>

Product information

Blink is an immersive travel guide in your pocket.

It helps you find the best attractions and experiences in an entirely visual and fun way.

Instead of getting lost on the net you see all the inspiration ready, so you can focus on choosing your next memorable moments.

Discover curated content for each destination including guides about food, districts, art, and itineraries.

Blink is available in New York, Rome, Paris, London, San Francisco Bay, Sicily, and other amazing areas of the world.

It's used by thousand travelers and locals around the world. Currently rated 4.8/5 on the App Store. Available for iPhone and Android (in Beta) and as a website for Desktop users.

Blink it's free with Premium Contents. Itineraries are available for purchase are priced 1.99\$ and 3.49\$

WHEN

We're launching on Product Hunt the 19 December 2017.

Blink worldwide launch during the following two weeks and holidays.

160.000 cards have been swiped since the first Blink iOS beta was released in July 2017

Blink Features:

- **One finger discovery** of attractions, like tinder but for places
- **Guides** about Food, Districts, Art, Local Icons with places/restaurants suggested
- Step by step guided **Itineraries**
- Interactive **Map** with attractions, food and drink spots
- Detailed cards for each attraction with a description, prices, schedule and tips from other users.

WHO USE BLINK

It is loved by travelers to plan and during their visit to new destinations.

It is used by locals to discover hidden places and new things to do.

Millennials particularly loved the beta version thanks to our user interface: « its quick, fluid and fun.»

Food Lovers: we give particular attention to Food Tourism, and in Blink, you're sure to find a guide for each typical dish of the area.

Team Informations

Blink is founded by Francesco Fiore, 29 years old Italian Designer. We are focused on making all the beauties, history, the culture of the world visually accessible to anyone and with one finger. We believe that gathering inspiration should be fun and easy and every person should be able to find memorable moments out of his journeys with the right places and experiences. The world is too big and beautiful to waste time searching the net.

Francesco Fiore (Founder)

Francesco is a Product Designer. Now 29, he has been designing and building digital products since he was 14 years old. During the last five years founded and ran 70 Division, a consultancy design studio for startups. In 2017 decided to get back building something surprising for people. During the summer learned Swifty (iPhone programming language), designed and developed Blink.

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Master Visual Design @ Scuola Politecnica di Design, Milan.

Product & User Experience Designer, Speaker. Mentor @ Google Developer Week Milan. Climber.

Francesco's quotes:

«Once I dig into it, I fall in love with the way every place in our world is rich of unique experiences. I wanted to find the best way to help people find and enjoy all these wonders.»

«Our app is appreciated for being simple and with great graphic. The secret behind it is the way we study each destination. Each one, for us, is like a beautiful story to tell. A story made of places, nature, buildings, people, history, art, and food. Our method brings simplicity and order to such a complex topics coming all together. Then yes, we have a great way to tell the story, with our app!».

TEAM

Prandi Francesco, 29 Italian – is a Blink Co-Founder and our Marketing guy. He's focusing on our grow-strategy and building our communities of users and fans. He Loves tools and growth hacking.

Fiore Benedetta, 27 Italian – is Francesco sister and she's our Chief Editor. She takes care of the research and content creation for our amazing cards, guides, and itineraries.

Gianluca Spaggiari, 25 Italian - is our translator and editor. Addicted to role-playing games and loves sports.

Alessandro Corradi, 23 Italian - is editor and community guy.

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Contacts

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Links:

Product Hunt product page:

<https://www.producthunt.com/posts/blink-9ebec692-76c1-474f-9787-a2da0f0a74bc>

Website URL: <https://www.blinktravel.guide>

Universal **download** URL: <https://www.blinktravel.guide/download>

iPhone (iOS) App download URL: <https://itunes.apple.com/app/id926842687>

Android App download URL:

<https://play.google.com/store/apps/details?id=com.a70division.blink>

Video Blink:

Video with short founder intro + product overview:

<https://www.youtube.com/watch?v=P80ogQjBQ88&feature=youtu.be>

50 sec product demo

<https://www.youtube.com/watch?v=3H-d1X8DEbg&feature=youtu.be>

Social Profiles

Instagram https://www.instagram.com/blink__roma

Facebook <https://www.facebook.com/blinkexplore>

Founder Twitter @thisfiore