



„Grüezi Switzerland“

St. Gallen, 05/29/2013

Press Release - with the request for publication

“Grüezi Switzerland”- the all-inclusive travel guide for Switzerland!

„Do you speak Swiss German?“ Just a few foreigners will answer this question with “yes”. Most of the people visiting Switzerland are impressed by the swiss linguistic diversity. Because Switzerland combines four official languages in one small country: French, Italian, Romansh - and Swiss German. Swiss German is a special dialect which is spoken in the German areas of Switzerland. It is a curiosity to many visitors. Even if you are able to understand German language it is not that easy to catch up when Swiss people talk to each other.

The app “Grüezi Switzerland” is the first mobile travel guide for Switzerland including a Swiss German language guide for the major Swiss German dialects. So the communication can work from the beginning.

Shopping and Dining Guide

The app offers a lot more. You can find your favorite brand with a brand finder, which lists mayor service providers in shopping and dining. „A total of 2,000 different suppliers were researched. Aside of gourmet temples we recommend restaurants serving typical Swiss kitchen“, says Pasquale de Sapio, CEO of Spherix AG.

Top attractions

The app also offers top attractions for the most popular destinations. A special feature is a list of webcams that provide a virtual insight in real time for every attraction.

My Postcard

The easy to use smartphone service for mailing to your friends and family. A postcard service that allows you to send personalized postcards through your smartphone. Your picture and greetings will be transmitted to a printer, which prints the cards and guarantees the shipment. „Whether you might be a local or you’re just visiting - it’s fun to send personalized greetings to your friends and family“, says Pasquale de Sapio. This app is an all-inclusive package for travellers, new residents, and all those who want to become Swiss.

You can download the app from the iTunes Store. It will be available soon for android smartphones as well. “Grüezi Switzerland” is on Facebook. Find out more about typical swiss events, swiss kitchen and other curiosities in Switzerland.

Number of characters	2125
Pictures	http://www.gruezi-switzerland.ch/press/
App-Download	http://www.gruezi-switzerland.ch/applinks/
Contact	Christoph Soltmannowski . +41 79 405 57 64 christoph@soltmannowski.com

get in touch.

spherix ag . geltenwilenstrasse 8a . ch-9000 st. gallen
t. 0041 71 274 38 38 . f. 0041 71 274 38 39

www.spherix.ch - visions@spherix.ch

