



## THE MATCHWORK IPHONE APP MODULE – IN BRIEF

*Take full advantage of the growing mobile audience and distinguish yourself as an advanced job board provider. The MatchWork iPhone App Module will make your jobs available for search and display on iPhones and iPads.*

### EXTEND YOUR REACH TO THE CONVENIENCE AUDIENCE

The iPhone App Module provides an elegant and effective way of communication between job boards and the market's most online savvy users. A study by Morgan Stanley showed that in December 2009 the iPhone held 17% global smartphone market whilst claiming 50% of mobile app usage and a full 65% of mobile Web browsing.

Not only does this give you the opportunity to provide a service “on the go” to your regular browsers, but to grow a whole new audience and lead traffic to your site.

### BOARD STYLE

The iPhone App Module integrates with the job board and makes your jobs searchable and displayable on the mobile phone whilst linking directly back into the website.

The app is a natural extension of the job board search offering:

- Fully featured search:
  - Search by keyword / job title / Town
  - Filter by salary
  - Filter by distance in miles
  - Find me, auto location service
  - Saved Search
  - One touch search
  - Order results by
- Nearest
- Newest
- Relevance

### IPHONE APP MODULE

The MatchWork iPhone App will be skinned in the job boards colours and be available for download from Apple's AppStore® by job seekers. The iPhone App can be found in the AppStore through search or through hotlinks to the app page on iTunes.