



Information App download and rolling out

The name of the App: Boating Maastricht-Eijsden-Liege.

Replication strategy

The app is available to the public as from January 1st 2016 in the Playstore for Android and App store for iPhone. The app is – of course – for free to every user.

In December 2015 the link to the app will be uploaded to the Numericanal website.

Apart from the app a short instruction video on how to use the app is currently prepared and will be available as from February 1st 2016. It is possible to give a first impression of this video, since the preparation has started in September. But it will need further development. This is linked to the further adjustment of the app (vector maps – as explained earlier and in the progress report).

There will also be a landing page for the app itself (website) which is called *Boating Maastricht-Eijsden-Liege* as well; this website will also be available as from February 1st 2016. In this website we will link to the Play store/App store, the instruction video will be uploaded and linked to the Numericanal website. Of course we will also meet the publicity regulations from Interreg/EU.

Besides the replication through various multimedia channels, E-M will also organise a meeting in which all (national, cross border and transnational) stakeholders will be invited for the official launch of the app. As explained this will be done early spring, because as from that moment boaters are starting to use their vessels again. It is the perfect moment to get their focus on the app and instantly making use of it.

In that respect all activities regarding the replication are:

- push Notification within the area of WIFI... With a welcome for FREE Wifi and to inform the user to download the app.
- promotion through on shore companies of print and digital Media
- promotion through Tourist Information Offices
- promotion in different water recreation magazines
- link to different water recreation websites with a shortcut to the stores
- video of the waterway.