

FOR IMMEDIATE RELEASE



Stella Artois® Launches Le Bar Guide

World's First Global 3D Augmented Reality iPhone Bar Guide Provides Perfect On-The-Go Navigation for Discerning Bar Goers

Stella Artois® has launched **Le Bar Guide** for beer connoisseurs and lovers of fine bars around the world. 'Le Bar Guide' is a pioneering iPhone application that uses the latest 3D augmented reality technology to enable users to search for the best bars nearby, via zip code, country or rating. It is available to download free from the Apple App Store.

Le Bar Guide fuses the real-world view of users' immediate surroundings in augmented reality (via their iPhone 3GS camera) with an extensive guide to bars around the world, enabling them to easily identify and navigate to the perfect bar of their choice. With the iPhone held vertically, Le Bar Guide reveals profiles of bars in users' immediate vicinity, overlaid on the street view from their location; while holding the phone discreetly with the camera pointing to the ground reveals arrows pointing users in the direction of nearby bars.

Le Bar Guide will enable beer connoisseurs around the world to join Stella Artois' global quest for perfection in beer experiences - making it quick and easy to find and savour a perfectly poured Stella Artois, served in the iconic Chalice glass.

The application was first previewed at the Stella Artois World Draught Master Global finals held in New York on 29 October, where bartenders from more than 25 countries around the world competed in the 9-step Pouring Ritual to perfection to win the coveted World Draught Master Title. The World Draught Master competition and Le Bar Guide epitomise Stella Artois' dedication to delivering superior beer experiences the world over.

The application has user-generated content features, enabling users to rate bars according to 'Le menu', 'Le dance', 'La clientele' and 'Le service', creating a peer review system for bar goers worldwide. Those seeking a perfect setting for people watching, a lively dance spot, or just a great place to meet with friends can quickly and easily select a bar according to their preferences - from New York, to LA, to London.

There is also an opportunity to leave comments about locations for other Le Bar Guide users, so when bar goers enter a bar they can find messages from other users sharing their views on it. An integrated 'Le taxi' system also helps source numbers from a local taxi directory.

Alexander Lambrecht, Global Marketing Manager for Stella Artois®, comments: "The launch of Le Bar Guide and our ambition to create a genuinely helpful mobile application to guide connoisseurs to the world's best bars reflects the pioneering spirit of Stella Artois®, and our desire to deliver superior beer experiences the world over."



The 3D augmented reality version of Le Bar Guide can be used on iPhone 3GS handsets, while a 2D version is available for iPhone 3G and iPod users. The U.S. is the first market in which the full Le Bar Guide national database of bars has been made available, with bar databases for other countries to follow over the coming months, ultimately creating a guide to hundreds of thousands of bars worldwide. For more information and to discover more about Stella Artois visit www.stellaarthis.com or join our Facebook group at www.facebook.com/stella.

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Notes to Editors:

Stella Artois®:

Stella Artois® is part of a Belgian brewing tradition dating back to 1366. It is the number one Belgian beer in the world and is present in over 80 countries. Stella Artois® is a bottom filtered, blonde pilsner. It is thirst quenching with a malty middle and crisp finish delivering a full flavour and a hint of bitterness. Stella Artois® is best enjoyed served between 3 and 5 degree Celsius and should be served in the unique Stella Artois® Chalice Glass according to the 9 Step Pouring Ritual to guarantee a perfect experience of this gold standard lager.

Le Bar Guide:

Key features:

Key functionality includes:

- Searching for bars around you
- Searching for bars by zip code
- Searching for bars by country
- Integrated taxi function provides details for local licensed taxi services
- User-generated content also available, with users able to post their own comments about bars and rate them based on 'Le menu', 'Le service', 'La clientele' and 'Le music'

Accessibility: In order to use and download Le Bar Guide you must have an iPhone. There are two versions available, a 3D version that uses augmented reality and is available on the iPhone 3GS; and a 2D version which still enables the application but does not use 3D augmented reality on the iPhone 3G and iPod touch.

Creators: Acrossair.

iPhone usage: The latest iPhone sales figures available are from July (Source: iPhoneMeter):

USA: 11.3m	France: 501,087	Italy: 626,740	Australia: 354,448
UK: 1.4m	Canada: 390,799	Germany: 624,964	
Russia: 1.2m	Spain: 371,968	Japan: 340,746	

