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## **Altitude London uses iPad to market its three venues**

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The team from Altitude London were the first in the queue when Apple launched the iPad in the UK on Friday morning.

Altitude believe they are the first events company in the UK to use the iPad technology. They believe it will help to market all three of the Altitude London venues by allowing the events team to show prospective clients floor plans, images of previous events, videos and menus instantly.

Mike Phillipson, Managing Director at Altitude London said "Altitude London shares Apple's vision of enriching and simplifying customer's lives, so their iPad was a natural fit for our team to use every day."

The iPad is slightly smaller than a magazine and weighs no more than a small bag of sugar. Its high resolution backlit LED screen makes it the perfect portable presentation tool for businesses like Altitude London.

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[Click here to visit the profile of \*\*Altitude 360 - London\*\* >>](#)

