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NEWS

## Altitude London to use Apple iPad to market its events offering

Westminster-based event spaces Altitude 360, the River Room and the Millbank Cinema and Media Centre, under the name Altitude London, claim that it is the first event company in the UK to use the newly-launched iPad technology from Apple.

The Altitude London team was the first in the queue when Apple launched the iPad in the UK on Friday morning. It believes 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.

"Altitude London shares Apple's vision of enriching and simplifying customers' lives, so its iPad should be a natural fit for our team to use every day," says Altitude London MD, Mike Phillipson.

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