



ALTITUDE LONDON
THE FIVE STAR MEDIA & ENTERTAINMENTS VENUE
MILLBANK TOWER SW1

PRESS RELEASE

1st June 2010

ALTITUDE LONDON USES IPAD TO MARKET ITS THREE VENUES

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.

– ENDS –



Notes to Editor:

Altitude London represents three stunning venues on the banks of the River Thames in Westminster and is the largest riverside venue with a view in London. From the ground floor to the 29th, each venue offers its own original style, all bonded by the five star service and creativity associated with the Altitude London brand.

Altitude 360 gives you a blank canvas space with panoramic, bird's eye views of London from the top of the Millbank Tower.

The ultramodern **River Room** on the second floor is a unique multimedia entertainment space with widescreen views of the Thames.

The **Millbank Cinema and Media Centre** on the ground floor has a stunning 300 seat screening room.

Altitude London Millbank Tower, 21-24 Millbank, London SW1P 4QP

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