


Mock Up


Gastro & Location Guide

1. User Rated Restaurant Guide with Infos (SMS & Online)
2. Current Event & location Info on your cell-phone
3. What's up? MMS what's going on in which bar?
4. Opinion section with votes to current topics
5. Best Party Pics published in next issue





GASTRO & LOCATION GUIDE



NEWS

Dinner & Entertainment in Munich

What is there left to do when all the beer gardens are closed at the end of the season and the Oktoberfest is over? There is quite a lot - several venues in Munich offer an exciting evening with good food and exceptional entertainment. Whether you prefer nouvelle cuisine or traditional, down-to-earth Bavarian food, the finest wines or rather home-brewed beer: there is something for your taste - just give it a go.

Eckart Witzigman Palazzo

Enjoy a fine nouvelle cuisine dinner prepared by the first German cook to receive a third Michelin star, whilst being entertained by an extraordinary cabaret and acrobats' and tightrope artistry programme in Eckart Witzigman's "Mirror Palace", Arnulfstraße.

Palazzo hotline München: 01805 - 72 52 00 (12 cent/min)

SMS: 090012345-1

Welser Küche im Feldhermkeller

It is possible to travel back in time - at least if you wish to go back to the Middle Ages and take part at a banquet. During this 3-hour-long meal (you can choose between 5, 6 and 10 course s) you are expected to stick to medieval table manners for a genuine experience. Reservation required.


Residenzstraße 27
80333 München
Telephone (089) 29 69 73
Fax 08231 - 96 11 28

SMS: 090012345-2

MMS SERVICE

Having a good time at a location? Let others see what's going on and send an MMS to 123456

MMS



Timestamp:
Party on here at Babylon 2.
Great

COMMENTS

YOUR OPINION


Q 1: Your opinion counts!
Which of the following is your favorite location to party ?

1. Nachtwerk 01
2. Nachtgalerie 02
3. Backstage 03
4. Babylon 2 04
5. not listed 05

Send the number to 0123456: 01

Hotspots in Town: You rate it, we print it

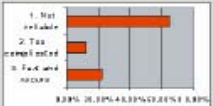
The White Horse: ♦♦♦♦
„Every Tuesday Wing Night
„Every Wednesday Karaoke



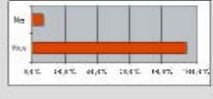
Get reviews on your cellphone, send SMS with REVIEW WHITE HORSE to 8884004

YOU VOTE WE PRINT

Q1: What do you think about the electronic voting machines

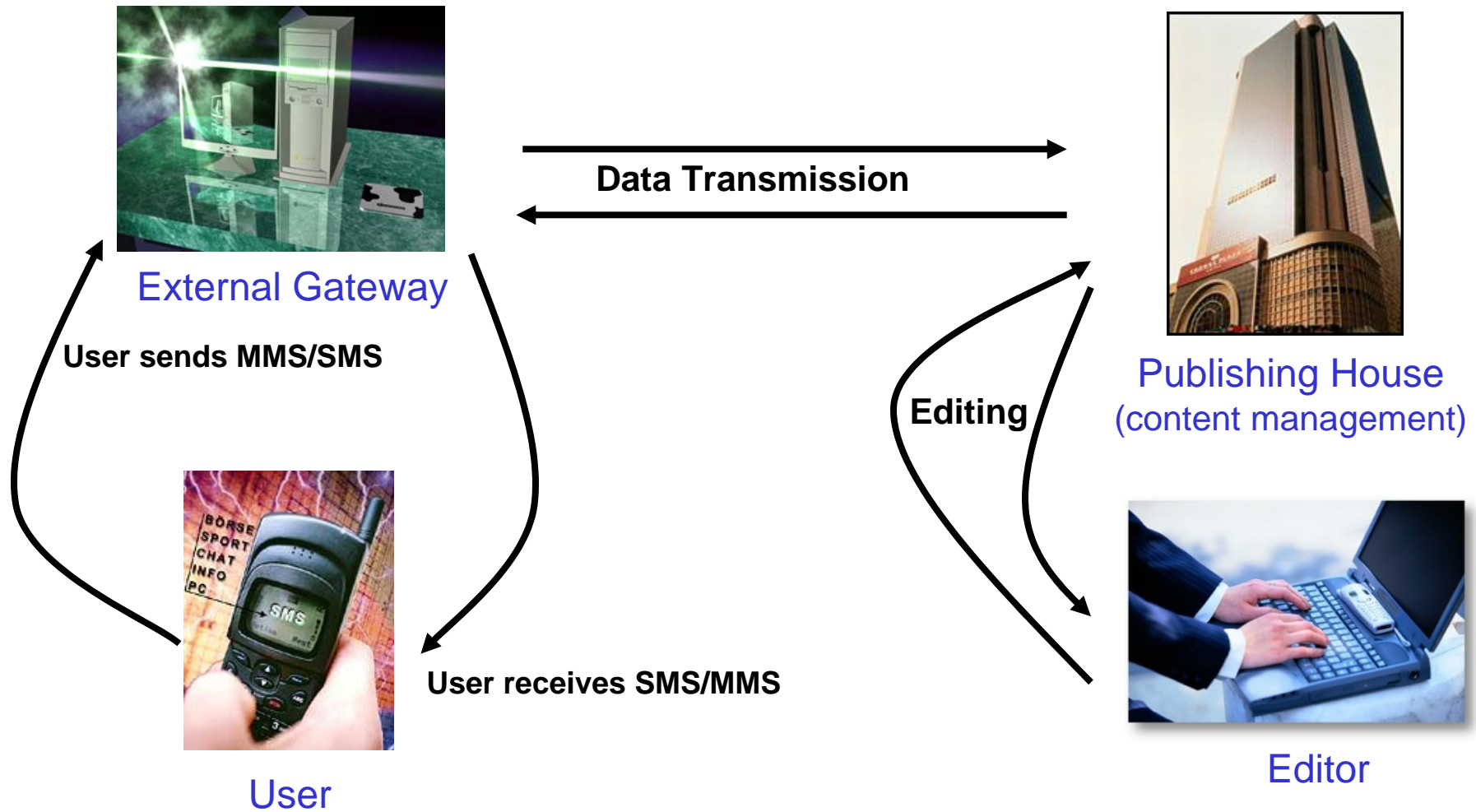


Q2: Should Bar-hours be extended on Campus?



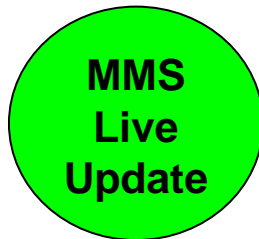
ADS
ADS
ADS

Technical Realisation



Revenue Model

1. Customers send favorite pictures to our magazine, best pictures are awarded by being print in next version



2. Send an Premium SMS and receive the latest location news by MMS video clips



3. State your opinion and vote via Premium SMS



4. This space could be sold to our ad customers

