squadup

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SOCIAL MOBILE EVENT PLANNING PLATFORM SQUADUP LAUNCHES ON ANDROID

SquadUP brings real-time event management, photo sharing, messaging and social integration -- all built to the unique strengths of Android

New York, NY –– November 19, 2014 – SquadUP, the only event planning platform that lets you create and manage events right from your phone, today announced the launch of their app for Android, available for download now on Google Play (http://squadup.com/android). Event organizers need more than ticket sales and registration access from their mobile devices, and SquadUP has delivered with the most comprehensive, highly social and easy to use event app.

SquadUP is focused on creating a seamless event experience. Unique features of the app include full mobile event management, social sharing, social media content curation using event-specific hashtags, real-time messaging between event attendees, photo sharing, cloud based check in, mobile event registration and event discovery. SquadUP was thoughtfully crafted to take advantage of functionality specifically offered on Android, much like the company's successful iPhone app (http://squadup.com/ios) did for iOS.

"Our launch on Android allows us to address a wider audience while keeping up with the exploding demand for mobile event management," said Founder/CEO Willie Litvack. "No other platform enables you to create and manage events right from your phone. We understand event management is a 24-7 business and the engagement SquadUP provides to hosts and guests is unmatched."

SquadUP has done nearly $2 million in total sales since coming out of beta last January. The company is entrenched in the NYC startup and Android community, and recently provided ticketing and event management services for DroidconNYC, the world's biggest, community driven Android developer conference.

About SquadUP
SquadUP is the mobile-first event management and ticketing platform. SquadUP provides hosts and event-goers with an immersive social event experience through their web and mobile devices. Hosts create a central, highly customizable event page and may send invitations, track RSVPs, sell tickets and collect donations. Based in NYC, the Company offers their event planning experience on iOS, Android and desktop web. SquadUP transforms the event experience with an end-to-end, mobile first solution

for event planning, messaging, image sharing and ticketing. No existing platform provides a solution that spans planning, ticketing, messaging and photo and video sharing. For more information, visit http://www.squadup.com. Or check out their iOS app (http://squadup.com/ios) and their recently released Android app (http://squadup.com/android).