



Shopper iPhone App Adds Redlaser UPC Scanning, a BlackBerry Version, and a Web Portal

ReachEverywhere's Shopper App now includes barcode scanning directly from the iPhone camera, enabling even easier list building and visual product search capabilities. Simultaneously, it becomes the only major iPhone Shopping App to add BlackBerry support to the award winning platform, enabling real-time sync between Web, BlackBerry and iPhone users- an industry first.

New York ([PRWEB](#)) February 4, 2010 -- Shopper, a top selling iPhone Shopping Assistant has integrated the hottest App Store phenomena of the last several months, RedLaser barcode scanning from Occipital. Shoppers can now use their iPhone or iPod Touch camera to scan any product barcode and add that item to their shopping list. The scanner automatically searches hundreds of local retailer flyers for in-store savings. Shopper's barcode recognition is not limited to a standard product database, meaning it will identify literally any UPC the user scans, another differentiator versus its competition.

The Shopper team also launched a BlackBerry version, available in the BlackBerry App World, to complement the Shopper iPhone community. BlackBerry users can sync and share lists with iPhone users - a benefit not offered by any other grocery list apps.

Lastly, ReachEverywhere introduced Shopper Connect, a web portal for families to plan and share lists from any internet connected computer. Lists updated online sync automatically with the Shopper iPhone and BlackBerry Apps, enabling any and all users to help plan shopping trips.

"The combination of RedLaser barcode scanning, Shopper Connect Web Portal, and the BlackBerry version enables Shoppers to plan and share lists anyway they want", said Adam Smith, Director Business Development for ReachEverywhere. He added, "These additions coupled with the localized retailer flyers helps Shopper to address the entire shopping trip - from start to finish, for all family members, which is a driving force behind our growing user base and overwhelming usage."

Consumers can visit www.MyShopperApp.com for more information, and to download the application.

About ReachEverywhere

ReachEverywhere, a New York-based company with off-shore R&D facilities is building the premier in-store mobile shopping assistant to help consumers decide where to shop and what to buy. ReachEverywhere's iPhone and BlackBerry application, Shopper, has consistently been a top seller in the iTunes App Store, where it continues to delight consumers with a simple and intuitive interface. Shopper saves busy households time and money, while also opening up an entirely new targeted in-store communication platform for brands and retailers to connect with the consumers they serve.

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