



DoubleDutch is new location-based iPhone app that helps people stay connected with their friends and explore their surroundings.

The DoubleDutch app is available on a **white label**, fully branded basis.

PRIMARY FEATURES	DESCRIPTION
Social Check-In	Allows users to select and publish their location from a list of nearby venues.
Friending	Allows users to search for & add friends from Facebook, Twitter, & iPhone address book.
Friends View	Allows users to see where their friends are checking in.
Search and Venue Discovery	Allows users to search for venues, both nearby and globally.
Locals View	Allows users to view people who are checking in nearby.
Venue information	Displays address and phone number for venues.
Ratings / Reviews	Allows users to post and read reviews and ratings of venues.
Venue Photos	Allows users to post and browse photos of venues.
Rockstardom	User who checks in the most to a given venue becomes the <i>rockstar</i> of that venue.
Achievement Stickers	Achievement stickers are awarded based on various activities.
Point System	Users earn points for various activities.
Leaderboards	Leaderboards are maintained on a global and friend network basis.
Facebook Integration	Users are given the option to post check ins to Facebook.
Twitter Integration	Users are given the option to post check ins to Twitter.
Push Notifications	Users are given the option to turn on push notifications of friend check ins.

CUSTOMIZATION OPTIONS	DESCRIPTION
App Name	App will carry the name of the white label partner.
Logo and iPhone artwork	App will be fully branded to white label partner.
Venue Data	Partner can provide custom geolocation data related to its own community.
Custom Tab	Partner can provide custom tab view of content.
Custom Achievement Stickers <i>coming soon</i>	Partner can assign custom achievement badges by venue, venue type, frequency, or date.
Color Scheme <i>coming soon</i>	Partner can choose its primary and secondary color.