**PRESS RELEASE**

**Friday, 08 August 2014**

**The World's First App Powered Dating Events Launch in London**

Original Dating, a London based dating event organiser established in 2003, has launched a series of dating events powered by their new mobile app, Mixeo. A first of its kind in the dating events industry.

Mixeo is a mobile app that event participants use to record who they have met and who they liked at the company’s series of popular dating events which take place at bars, pubs and restaurants across London.

As they meet, clients locate each other’s profile on the app using a unique Mixeo number and afterwards select each other as either a ‘yes’ a ‘no’ or a ‘friend’ depending on their level of interest. This preference is stored until the following day when the app generates a list of people each client matched with and notifies them of their success.

Mixeo has an instant messaging feature that allows couples that match up to easily get in touch to arrange dates without leaving the app.

Mixeo will be used to power matchmaking at a variety of live dating event formats and is the only app of its kind worldwide. Currently the company is successfully running speed dating events powered by the Mixeo app and has already scheduled several less structured events known as Mixeo Socials with a simple icebreaker provided by the app. The company has imminent plans to organise large scale parties for upwards of 200 people along with themed events utilising the app’s functionality.

**Mixeo as an Icebreaker**

In a party setting Mixeo offers a simple but effective icebreaker. Singletons have a chance to win drinks and other sponsored prizes each time they meet someone new. Every time a new meeting is stored in the app participants have a random chance to win drinks and other prizes. “The lure of free drinks works as a surprisingly effective icebreaker and in no time a room of strangers is buzzing as if everyone has known each other for ages. We’re very excited about the potential for the app” Adds Original Dating’s founder, Andrew Summersgill

The app signals a win and prizes can be claimed immediately. The more people mingle, the higher their chance of winning prizes. The prize feature adds level of gamification to the process of meeting people at a party and ensures everyone speaks to a lot of potential matches.

At larger parties where it may not be possible to meet everyone face to face, a photo wall feature is enabled that allows guests to express an interest in people based on their profile photo adding to the matching potential on the night.

**Rejection free**

Meeting people at Mixeo events is rejection free because mutual matches are not revealed until the morning after the event. The focus is just on meeting people and not having to pluck up the courage to ask for, or give phone numbers on the night. This creates a more open atmosphere and removes some of the pressure associated with meeting new people in a dating event setting.

“Meeting people face to face was always faster, more fun and more successful fun than online dating. Now that our events are powered by Mixeo our clients can use technology to break down barriers associated with dating events. Our events are rejection free everyone is more willing to mingle and speak to people” Adds Summersgill.

Tickets for Mixeo events cost between £10.00 and £25.00 and the app is free to download from either the Apple Store, Google Play or Windows Phone Store. Events are streamed by age and interest group. There are plans for a wide variety of new event formats that utilise the Mixeo technology including wine tasting evenings, walking tours and parties.

The app allows secure online ticket booking and includes a built in ticketing feature removing the need for printed email confirmations.

**Guaranteed**

Mixeo events are guaranteed. The company guarantees everyone will meet at least one person they wish to see again or their next event is free to attend.

**Signs of success**

The company has trialled the app for over a month and feedback has been very positive. “Our clients love their smart phones and constantly use them to check Facebook, Twitter and WhatsApp so using them to keep track of people they meet at a dating event comes naturally” adds Summersgill. “People like finding out who they matched with the following day and being able to message via the app means that private contact details stay that way until both parties are ready”

At present Mixeo dating events take place at venues across London with up to six taking place every week at present. The company plans further expansion in the capital with nationwide expansion planned for winter 2014.

**About the company**

Original Dating was founded by Andrew Summersgill (35) in 2003 when speed dating first arrived in the UK from the United States. The company, which began as a hobby now organises 250 events per year at several venues across London.

The build of the mobile applications on native IOS, Android and Windows phone was financed without external investment and the company expects a return on the investments within six months.

More about Mixeo <http://www.originaldating.com/mixeo/introducing-mixeo/>

Company website <http://www.originaldating.com>

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