

Retail Product Search And Store Locator iPhone app Now Available Through Lasoo



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Industry: [Retail](#)

Lasoo.com.au has launched its pre-shopping [iPhone app](#), allowing users of the popular phone to search across catalogues, products, retailers and brands from leading retailers while they're out and about.

The app brings the full search and browse functionality of the Lasoo.com.au website directly to the iPhone. Using the iPhone's integrated GPS functionality, users can search across retail products or browse catalogues that are available in whatever area they happen to be. Products appear with a price, description and an expandable image.



What's more, once the user has found something they want to buy, the Lasoo store locator uses the phone's GPS to direct them to the nearest shop, complete with a map, contact details and opening hours.

The [Lasoo.com.au](http://www.lasoo.com.au) iPhone app has offers from many of Australia's leading retailers, including Target, BIG W, Coles, Dick Smith, Myer, Toys R Us, ALDI, Officeworks, Borders, Repco, IKEA and many more.

According to Lasoo.com.au executive director, Paul Marshall: "The Apple iPhone is one of the most popular gadgets used by Australians today, with many people using it to do everything from banking to paying bills, checking the weather and much more."

"The Lasoo.com.au app will make the iPhone even more indispensable to anyone who downloads it, giving you the ability to find advertised offers at shops near you, no matter where you are."

The Lasoo.com.au iPhone app is available as a free download from the App Store. For further details please visit <http://www.lasoo.com.au/lasoo-iphone-app.html>

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