



NIGHTLIFE  
MADE EASY

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USER MANUAL

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# T WHAT IS THE ICE APP?

“PRE-BOOK EVERYTHING FROM TABLES AND GUESTLISTS AT NIGHTCLUBS TO HOTEL ROOMS AND EVEN YOUR TAXI HOME!”

The Ice App is a global app that enables you to organise every aspect of your night out at the touch of a button.

With over 12 years' experience in the leisure and entertainment industry, the Ice App has been designed to allow you access to a vast number of exclusive nightclubs, bars, hotels, pubs and taxis all over the world! So whether you are planning a weekend getaway with your friends or a spontaneous night out after work, you can now have an endless list of nightlife options at your disposal.

As your very own personal nightlife 'concierge', you can pre-book everything from tables and guestlists at nightclubs to hotel rooms and even your ride home!

It's quick, easy to use and best of all it's FREE!

The Ice App in short is...“nightlife made easy”!

## SCREEN SHOT



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# BENEFITS OF THE ICE APP

“WITH NO HIDDEN CHARGES THE ICE APP IS COMPLETELY FREE TO DOWNLOAD AND TO USE!”

- **Worldwide Bookings**  
Access to make reservations at hundreds of nightclubs, bars and pubs, hotels and taxi firms around the world.
- **GPS Destination Locator**  
Use the Ice App GPS system to determine your current location and list all venues within that vicinity. This is extremely useful if you are lost or unfamiliar with the area.
- **Friends and Social Media Sharing**  
Notify your network of friends and share plans on your social media sites.
- **Regular Updates**  
Be kept up to date with all the latest news and events around the world so you never miss out on what's going on.
- **Promoter Free**  
No headache or pestering from promoters, the Ice App is always at hand to help you and put you in direct contact with your chosen venue.
- **Personal Organiser**  
The ability to organise a night out, weekend away or holiday from the comfort of your own home.
- **Customised Favourites**  
Customise your favourites list to suit you and create shortcuts for your favourite venues and events.
- **Zero Cost**  
With no hidden charges the Ice App is completely FREE to download and to use! ([www.iceapp.co.uk](http://www.iceapp.co.uk)).

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# FEATURES OF THE ICE APP

"THE ICE APP HAS A GPS SYSTEM LINKED TO YOUR PHONE (SIMILAR TO GOOGLE MAPS) SO YOU CAN SEE EVERY VENUE AROUND YOUR CURRENT LOCATION."

## SEARCH

### MANUAL SEARCH

This enables you to search for venues by Categories, Location and/or Music Genre. You can enter a Country, City or Zip/Post Code to determine the area of your search. Using the category and genre search filters can help make your searches more specific.

Please note, Genre is associated with the venue and not an event. You can see what genre of music an event is playing by viewing the info button on the event profile page - see Icons Key page of this document.

### CURRENT LOCATION SEARCH

You have a second option to search for venues by distance from your current location. Your search can be made from between 1-50 miles from your given location and all results are shown in list form which can also be viewed on a Google Map format. Category and Genre buttons can be selected on this search too should you wish to make your search more refined.

### NEARBY GPS LOCATOR

The Ice App has a GPS system linked to your phone (similar to Google Maps) so you can see every venue around your current location. The GPS Locator will help pin point your exact whereabouts at any specific time. Venue lists are presented offering you a helpful tool if you are in an unfamiliar location and are looking for a venue to go to.

## SCREEN SHOT



# FEATURES OF THE ICE APP

“YOUR PROFILE  
CAN BE  
LINKED TO  
YOUR ACTIVE  
SOCIAL MEDIA  
ACCOUNTS”

## MY PROFILE

### PROFILE

You must create your own profile in order to make reservations at any of the venues on the Ice App. This is necessary so that your details can be submitted to the venue in order to process your bookings or reservations.

### SOCIAL MEDIA ACCOUNTS

Your profile can also be linked (if you choose) to your active social media accounts. This sharing facility enables you to share venue profiles or events with your friends.

### CHECK-INS

Similar to the sharing feature, whenever you are inside a venue you have the option to check-in if you wish. This can also be shared through your social media sites or even with the My Friend's network within the Ice App itself.

## MY FRIENDS

The Ice App offers you the ability to add other Ice App users as 'Friends'. This is a great way to let everyone know when you have checked into a venue. Once a profile has been created, you can use the 'Find Friends' tab to add 'Friends'. You can only find friends which have an Ice App profile too.

There is a requirement, that these 'Friends' must also be stored (along with their email address) within your smart phone's contact list. If their email is not present, you will not be able to locate other Ice App users.

## MY BOOKINGS

All bookings can be monitored under your My Bookings page. Once a booking has been submitted, it is stored within your profile page to keep track of booking statuses, whether pending, confirmed or declined.

## SCREEN SHOT



# FEATURES OF THE ICE APP

"IT IS A QUICK AND EASY WAY TO SEARCH FOR A VENUE'S PROFILE"

## VENUE LIST

### FULL VENUE LIST

This feature will have a list of all subscribed venues in alphabetical order. It is a quick and easy way to search for a venues profile. Each profile will have their category icon on the top left to help you recognise which type of venue it is – whether a nightclub, bar, pub, hotel or taxi.

### FLIP FUNCTION

The Ice App uses a flip functionality instead of a traditional scroll function. To view more venues simply swipe up anywhere on the screen as you would if it was a scroll. Flip down to go back to the previous page.

## SEARCH BAR

There is a search bar at the top of the listing page allowing you to locate an exact venue by using the Ice App keyword search function.

## ADD TO FAVOURITES

All venues can be added to your favourites list for quick and easy access – see Favourites section for further information.

## SCREEN SHOT



# FEATURES OF THE ICE APP

“CUSTOMISE A LIST OF YOUR FAVOURITE VENUES AND EVENTS SO YOU CAN ACCESS THEM QUICKLY AND EASILY WHENEVER YOU WANT.”

## FAVOURITES

### CUSTOMISE FAVOURITES

Here you can customise a list of your favourite venues and events so you can access them quickly and easily whenever you want. There is no limit to this list.

### ADD A FAVOURITE

To add a venue or event to your favourites list, simply go to a venue or event profile page and select the Favourites icon in the top right hand corner of the page (see Icons Key page of this document). Once this has been selected it will automatically be stored on your Favourites page.

### ACCESS FAVOURITES

All of your favourites are saved to your home page. The two boxes at the bottom of the page are the start of your favourites section. Simply flip up to view all of your selected Venues and Events. The second way to view them is by tapping the red tab in the top right corner and tapping the favourites icon.

## SCREEN SHOT





# FEATURES OF THE ICE APP

“VENUES WILL REGULARLY UPLOAD ANY IMPORTANT NIGHTLIFE INFORMATION RELEVANT TO THEIR VENUE.”

## NEWS

### REGULAR UPDATES

The Ice App venues will regularly upload any important nightlife information relevant to their venue; information that will enable users to be fully informed when organising their special night out. This will become a continuous cycle of news and information ensuring all Ice App users are kept up to date with all nightlife information.

## SCREEN SHOT



# FEATURES OF THE ICE APP

“FULL INFORMATION (OF DJ’S AND ARTIST’S) IS PROVIDED BY THE ICE APP, ENSURING YOU ARE KEPT UP TO DATE AND IN THE KNOW!”

## EVENTS LISTING

### UPCOMING EVENTS

All the latest upcoming events from all subscribed venues are displayed on the Events page. If for example, your favourite DJ or Artist is featuring at a designated nightspot or bar, full information is provided by the Ice App, ensuring you are kept up to date and in the know!

### ADD TO FAVOURITES

Events can be added to your Favourites list in the same way as venues, by simply tapping the Favourites Icon on the top right hand corner of the event profile page (see Icons Key page of this document). Doing this will save the event to the Favourites list on the App.

## SCREEN SHOT



# FEATURES OF THE ICE APP

"YOU CAN SHARE THIS INFORMATION ON YOUR FACEBOOK AND TWITTER ACCOUNTS."

## SHARING

### SOCIAL MEDIA SHARING

With the Ice App your profile can be linked to your social media profiles. If you have a venue or event that you would like to share with your friends, you can do so by tapping the Share button on the top right hand side of the profile page. You can share this information on your Facebook and Twitter accounts.

### ICE APP SHARING

The Ice App also offers you the ability to create a network of friends within the App. You can share your Check-Ins (when arriving at a venue) and also share specific venues and events. You also have the option to update your social network profile and notify all friends of your whereabouts. Please note, Check-Ins can only be shared within two hours of checking in at a venue.

## SCREEN SHOT



# FEATURES OF THE ICE APP

"VENUE REVIEWS CAN BE MADE INFORMING OTHER ICE APP USERS OF YOUR EXPERIENCES."

## REVIEWS

### PERSONAL

Venue reviews can be made informing other Ice App users of your experiences. It is a great way to leave your thoughts and opinions for others to see.

### RATINGS

While it is very useful for others to read your thoughts on a specific venue, an alternative option is to rate your experience (by venue Star Ratings - see Icons Key page of this document) offering a visual grading of a particular venue. The Ice App takes all user ratings and calculates an average rating to provide a fair and non-misleading representation for each venue.

## SCREEN SHOT



# FEATURES OF THE ICE APP

“EVERY VENUE HAS AN EVENTS SECTION EXCLUSIVELY FOR THEIR EVENTS. YOU CAN CHECK FOR ALL UPCOMING EVENTS ASSOCIATED WITH EACH SPECIFIC VENUE.”

## VENUE PROFILE

### PROFILE PAGE

The venue's profile page provides all information details – name of the venue, address, music genre and entry fees are to name a few.

There are various types of booking procedures available depending on the type of venue being viewed.

- Nightclubs and bars offer a 'Book Table' or 'Book Guestlist' function
- Hotels and pubs offer a direct 'Call' or 'Call Back Message' function
- Taxis offer a direct 'Call' function

All venues can link their profile's to their web and social media sites, allowing you to do a bit of research on a specific venue should you wish to do so.

## SOCIAL MEDIA INFORMATION

All venues have the ability to provide links direct to their social media sites too – Facebook, Twitter, YouTube and also their own direct website pages. Venues can be shared to all social media accounts and all Ice App friends.

## GALLERY

Every venue has the option to add a gallery to their profile. You can view these images by flipping up to reveal the gallery and browse through all the images that each venue has chosen to upload.

## EVENTS

Every venue has an events section exclusively for their events. You can check for all upcoming events associated with each specific venue. Events can be shared to all social media accounts and all Ice App friends.

## MENU / RATES / PRICES

All profile pages provide concise details of costs associated with each venue (provided the venue has chosen to disclose such information). Details ranging from entrance fees to food and drinks pricing or even room and taxi rates can appear.

## SCREEN SHOTS



# FEATURES OF THE ICE APP

"ALL EVENTS CAN BE SCHEDULED TO APPEAR ON YOUR SMART PHONE CALENDAR WHEN ADDED TO FAVOURITES."

## EVENT PROFILE PAGE

### PROFILE PAGE

The event's profile page provides all information associated with a given event – name of the venue, date of event, address, music genre and performing artists or DJ's. Full text descriptions are also provided, giving the Ice App user more information associated with an event.

### DIRECTIONS

The full address of the venue and a map feature (located on the bottom of the page – see Icons Key page of this document) also offers the user necessary resources to help plan their given routes beforehand.

### EVENT INFO

Adjacent to the Favourites icon (located on top right hand side of the profile page) is the Additional Info icon (see Icons Key page of this document), which automatically directs a user to an information page. This page provides further information such as entrance fees, DJ performance and music genre.

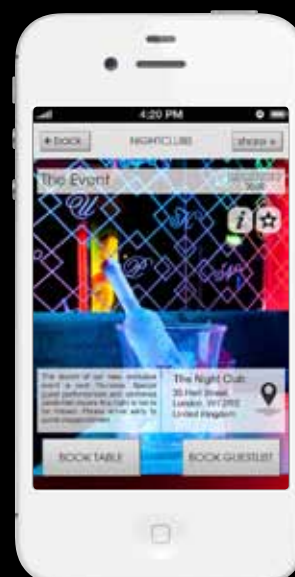
### BOOKING CALENDAR

All events can be scheduled to appear on your smart phone calendar when added to favourites. Showing up on your calendar as a normal daily task will ensure you never miss out on an event again!

### BOOKING RESTRICTIONS

Only one booking per venue (table or guestlist) can be made on any given date, by any given user. You are not able to book multiple guestlists on a given date for example.

## SCREEN SHOT



# FEATURES OF THE ICE APP

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“AVAILABLE  
ACROSS ALL  
SMART PHONE  
MODELS (IPHONE,  
IPAD, ANDROID,  
WINDOWS MOBILE  
AND BLACKBERRY  
MOBILES).”

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## DOWNLOADING

### FREE DOWNLOAD

The Ice App is FREE to download for all users - domestic and global!

### QUICK AND SIMPLE DOWNLOAD

The Ice App is quick and easy to download. To download the Ice App you need to go to your mobile's relevant Application Store and install the Ice App directly onto your device. Quick links to these sites are also available on the Ice App website ([www.iceapp.co.uk](http://www.iceapp.co.uk)).

## MULTI-PLATFORM

Available across all smart phone models (iPhone, iPad, Android, Windows Mobile and Blackberry), once installed you are ready to browse and make reservations at all subscribed venues. Continuously updated, the Ice App will provide you with a wealth of nightlife information at the touch of a button.

**The Ice App is FREE to download and FREE to use – so why not try it for your next night out!**

## 4

ICE APP  
ICONS KEY

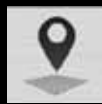
“THE KEY TO  
THE ICE APP  
IS SIMPLE.....  
IT’S NIGHTLIFE  
MADE EASY!”

**HOME SCREEN MENU****HOME SCREEN DROP DOWN**

Icon presenting main Ice App shortcut icons

**CATEGORIES**

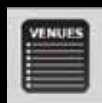
Shortcut button where categories can be found

**NEARBY**

Shortcut button providing a location map of all venues around the user’s current location

**SEARCH**

Shortcut button where a more detailed and specific search can be made

**VENUES**

Shortcut button where offering an alphabetical list of all venues

**NEWS**

Shortcut button where all news posted by venues can be viewed

**EVENTS**

Shortcut button where all events posted by venues can be viewed

**PROFILE**

Shortcut button to a user’s profile page

**FAVOURITES**

Shortcut button where all a user’s favourite venues and events can be viewed

**SETTINGS**

Shortcut button where settings and additional information can be found

**CATEGORIES****NIGHTCLUBS**

The icon used to signify information related to the Nightclubs category

**BARS**

The icon used to signify information related to the Bars category

**HOTELS**

The icon used to signify information related to the Hotels category

**TAXIS**

The icon used to signify information related to the Taxis category

**PUBS**

The icon used to signify information related to the Pubs category

**DAY CLUBS**

The icon used to signify information related to the Day Clubs category

**RESTAURANTS**

The icon used to signify information related to the Restaurants category



# ICE APP ICONS KEY

"THE KEY TO THE ICE APP IS SIMPLE..... IT'S NIGHTLIFE MADE EASY!"

## MY PROFILE



### GENDER

Ice App user gender icon



### DATE OF BIRTH

Ice App user date of birth icon



### FIND CONTACTS

Search for other Ice App users within this function



### MY FRIENDS

Shows a list of all accepted Ice App friends



### MY CHECK-INS

Shows a list of all check-ins made by an Ice App user



### MY REVIEWS

Shows a list of all venue reviews left by an Ice App user



### MY BOOKINGS

Shows a list of all venue and event bookings made by an Ice App user

## VENUE PROFILES



### ADD TO FAVOURITES

Saves the venue profile displayed to the user's favourites list



### ADDITIONAL INFO

Displays extra information about a specific event



### CHECK-IN

A user can share their check-in with other Ice App friends



### STAR RATING

Visual display of venue average rating left by other Ice App users

## SOCIAL MEDIA & SHARING



### FACEBOOK

Venue social media account link and Ice App information sharing function available



### TWITTER

Venue social media account link and Ice App information sharing function available



### YOUTUBE

Venue social media account link



### WEB PAGE

Venue official website link



### ICE APP

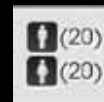
User Ice App sharing function available

## BOOKINGS



### DATE

Ice App user booking date icon



### NUMBER OF GUESTS

Ice App user Male/Female booking ratio icon

## GPS MAPS & LISTINGS



### MAP

Map view of all nearby venues via current GPS location



### LISTING VIEW

List view of all nearby venues via current GPS location

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# CONTACT

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"NIGHTLIFE  
MADE EASY."

**CONTACT ICE APP**

The Ice App is a product of Ice Entertainments  
(a division of YANELEX Ltd)

**TELEPHONE**

At the office: +44 (0)20 7298 5576

On the move: +44 (0)7734 431 344

**FAX**

+44 (0)20 7298 5570

**EMAIL**

info@iceapp.co.uk

**WEBSITE**

www.iceapp.co.uk

**REGISTERED ADDRESS**

YANELEX Ltd  
18 Norfolk Square  
Paddington  
London  
W2 1RS  
United Kingdom

For further information on our parent  
company visit [www.yanelex.com](http://www.yanelex.com)