

eBay Classifieds available on junaio

SAN FRANCISCO: junaio announced early last week that it is teaming up with eBay Classifieds to help smartphone users in the US discover local listings by scanning the area around them with their onboard camera. eBay Classifieds provides buyers and sellers a free, local marketplace to trade goods and services.



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With junaio's keyword and pinpoint geographic filtering, users can discover eBay Classifieds listings around them through an augmented reality viewer.

The new junaio eBay Classifieds channel provides smartphone users an instant view of what items and services are available in their neighbourhood. With the eBay Classifieds channel activated, users can discover listings near them simply by pointing the smartphone's camera around them to see active listings pop up over the camera's view. For example, when you point the camera at an apartment building, you will see eBay Classifieds listings for the apartments for rent in that building.

"No other technology is better suited than augmented reality to display easy to access, location sensitive information to mobile users, especially on small screens. This is why we are very pleased to welcome eBay Classifieds on junaio. Hardly any data needs to be entered by users, their position and a single keyword are sufficient to lead them to available classified opportunities within easy reach", says Peter Meier, CTO of metaio, junaio's creators.

Growing user community

"Location-specific classified ads are very useful to our growing user community, and we hope to soon expand this service to other parts of the world."

"eBay Classifieds is leading innovation in local mobile shopping applications," says Jack Sheu, head of marketing for eBay

Classifieds. "The addition of augmented reality technology through junaio only enhances the shopping experience helping users find what they want, wherever they are."

junaio can be downloaded for free at the iTunes App Store or the Android Marketplace. Once the app is launched, users can find the eBay Classifieds channel by typing "eBay" into the search field. Users can narrow the results by distance and keyword. Clicking on one of the displayed listings will lead to the object's description, price, available images and the seller's contact information. Users can also view listings on a map view of the area or in the form of a list.

For more, visit: <https://www.bizcommunity.com>