

# Nigerian lifestyle app re-released on BlackBerry App World

One Number, earlier this week announced the re-release of Nigeria's lifestyle app, Essential App. The free-to-download app is now a featured item on Blackberry App World and provides useful information such as cinema times, foreign exchange rates, flight schedules and business directories.



The updated version of Essential App created by One Number, a value added service provider in the telecommunications sector, is now available with new features including:

- Brand new user interface
- Integration with the BlackBerry Messenger (BBM) app
- Business directory search featuring over 100 000 companies in the database
- A 'LIKE' function for rating favorite businesses
- Support system for user queries
- Integrated SMS

Commenting on the re-launch of the app, Emmanuel Ogar, head of product development says, "Essential App is already proving to be a big hit. To date, our app has found its way to almost 50 000 android devices! We are delighted Essential App is currently showcasing on the front page of Blackberry App World which means more Nigerians will discover the complete lifestyle guide. Our content is updated daily ensuring accurate information is at users fingertips enabling them to efficiently plan everyday activities.

Developers have ensured the app is lightweight with download times of less than 30 seconds. Available on Blackberry and selected Nokia phones, Essential App features both free and paid content boasting a concise up to date list of useful numbers.

For more, go to [www.essentialapp.com](http://www.essentialapp.com)

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