

Automatic travel tracking app Polarsteps launches on Android

28 SEPTEMBER 2016, AMSTERDAM, THE NETHERLANDS

SUMMARY

Polarsteps - the popular travel tracking app for iPhone - has now released its Android version. The app lets travelers automatically track their route and places they've visited while they are travelling. Trips are shown on a realtime map that can be shared with friends and family, so they can follow along with the globetrotting of their loved ones like they're in the back seat. Polarsteps for Android can be downloaded as of today in the Play Store.

Polarsteps, the popular travel tracking app for iPhone, has now released its Android version. The app lets travelers automatically track their route and places they've visited while they are travelling. Trips are shown on a realtime map that can be shared with friends and family, so they can follow along with the globetrotting of their loved ones like they're in the back seat.

The concept of **Polarsteps** is simple: schedule your upcoming trips and the app will do its magic. It checks your location from time to time, and plots the results on a colorful map where your family and friends can follow your adventures. As you approve suggested 'steps' and add photos, the travel log populates itself. The app also offers a wide range of statistics, such as trip duration, countries visited and distance traveled. If you have no future trips planned, it's also easy to enter past trips and create a rich overview of your travel history. One of the founders tested the first prototype of the app riding his motorcycle from **Amsterdam to Cape Town**.

Because Polarsteps is optimized for travel, travelers can even track their trips without cell coverage or data roaming. The app synchronizes its data whenever there's a pocket of cell reception — or after logging in to the Wi-Fi at the hotel at the end of a day of travel. Polarsteps uses energy efficient technology to track your location, which means that a full day of tracking only takes a few percent off your battery.

“The beta version of Polarsteps became available on iPhone only last year, yet travellers have already used it in nearly every corner of the earth. Right now we've seen people tracking trips in 177 out of the 195 countries that exist.”, says Polarsteps co-founder and CEO **Koen Droste**. “We were receiving tons of requests for an Android version and are very excited to bring our app to a new platform. This is only the beginning though, in the near future Android users can expect features such as push notifications for new steps of friends and the possibility to instantly order a beautiful photo album of their trips.”

Polarsteps is created by a bunch of enthusiastic adventurers with a passion for travel, design and coding. The Amsterdam-based startup aims to built the place to go to for multi-destination travelers that want to plan, track and remember their trips. The first prototype of Polarsteps was invented when co-founder **Niek Bokkers** wrote a small app on a Transatlantic sailing trip that shared trip updates with his family via a satellite phone. His trip went viral among fellow travelers, who loved the concept of an automatic travel tracker. Based on those experiences, the beta version of Polarsteps for iPhone was launched last year. In March 2016 the company raised a **€500.000 investment**, which is used to further develop its product and build the Android app that is available as of today on the Play Store.

Polarsteps for Android and iPhone can be downloaded now at www.polarsteps.com/app. An intro video of the app is [available on YouTube](#).



RELEVANT LINKS

 **Polarsteps website**
<https://www.polarsteps.com>

 **Download the app (Android & iPhone)**
<http://www.polarsteps.com/app>

 **Polarsteps - Easily Track Your Travels (video)**
<https://www.youtube.com/watch?v=3eAhLrswGpI>

 **Amsterdam to Cape Town by Bike (example trip)**
<https://www.polarsteps.com/niek/615-amsterdam-to-cape-town-by-bike>

QUOTES

"The beta version of Polarsteps became available on iPhone only last year, yet travellers have already used it in nearly every corner of the earth. Right now we've seen people tracking trips in 177 out of the 195 countries that exist."

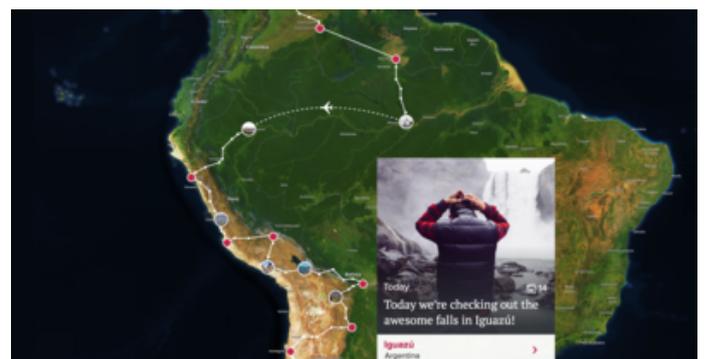
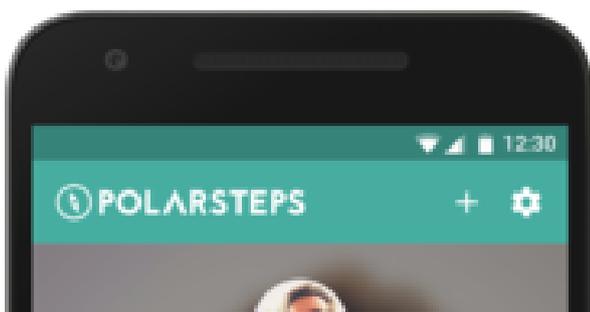
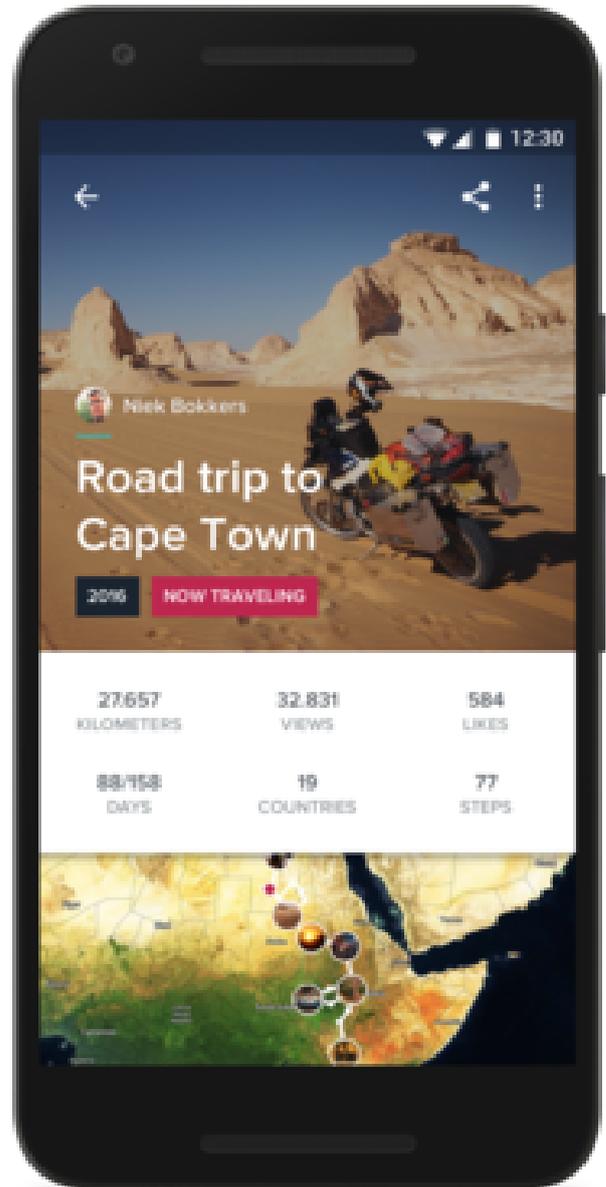
— Koen Droste, co-founder and CEO

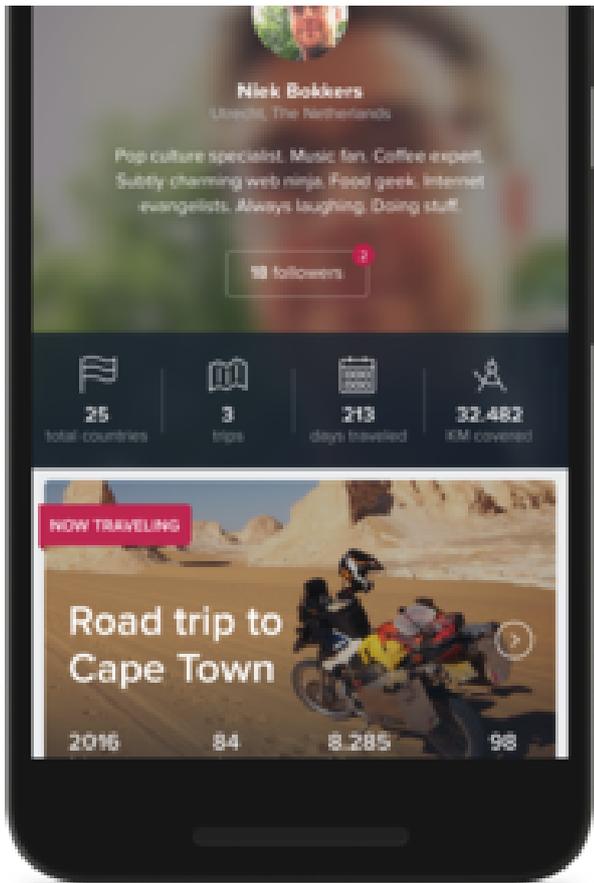
"We were receiving tons of requests for an Android version and are very excited to bring our app to a new platform. This is only the beginning though, in the near future Android users can

expect features such as push notifications for new steps of friends and the possibility to instantly order a beautiful photo album of their trips."

— Koen Droste, co-founder and CEO

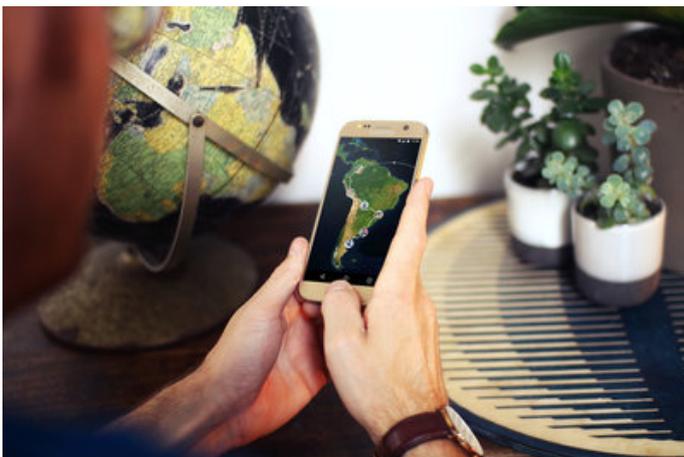
IMAGES





 **POLARSTEPS**

EXPLORE. DREAM. DISCOVER



SPOKESPEOPLE



Koen Droste



Co-founder & CEO

koen@polarsteps.com

+31 (0) 630492727

koendroste

koendroste

ABOUT POLARSTEPS

About the company

Launched in 2015 by a bunch of passionate travelers, Polarsteps is based in Amsterdam, The Netherlands. Polarsteps wants to become the place to go to for multiple-destination travelers that want to plan, track, and remember their adventures. More information about the company & team can be found at www.polarsteps.com/about.

About the app

Polarsteps automatically tracks your route and places you've visited while you are travelling. Just carry your phone in your pocket or bag. Once connected to the internet, the app seamlessly transfers travel routes, key locations and photos to your personal Polarsteps page, where your route is plotted on a colorful world map that can be shared realtime with friends and family. Travelers can use Polarsteps on iPhone, Android and through the website at www.polarsteps.com.



polarstepsnewsroom