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Polarsteps introduces video and reaches 2 million users milestone

Summary

- *Travelers bring their trip on Polarsteps to life with the most requested feature of the year: video*
- *The popular Dutch travel app welcomed its 2 millionth traveler*
- *Polarsteps takes the first step towards its 2020 ambition to make travel planning as exciting as the trip itself*

[Polarsteps](#), the popular Dutch travel app, introduces video today. Over 2 million users already rely on the travel app to track their trips and capture their best travel experiences. The latest app update brings their travel stories to life better than ever before. Friends and family ride shotgun from afar and travelers can relive their adventures with almost the same adrenaline rush. The new feature is free and unlimited.

Polarsteps CEO and co-founder, Koen Droste: "Since we launched Polarsteps four years ago, we've seen that telling travel stories calls for a unique approach. A trip is so much more than just travel photos: from tracking your route to your photos and stories to your travel stats - like the number of countries you've visited and how warm it was the day you took that hike. It's amazing that travelers share this desire for travel storytelling, as we can see by the fast growth this year. Over 2 million people worldwide are using our app and this year alone over a million trips have already been tracked with Polarsteps."

About the new video feature, Droste says, “With video, we provide travelers with a completely new experience. Our expectations are high since this is the most requested feature of the year. We’ve gone the extra mile to share this feature with our travelers before the end of the year and are curious to see what adventures they will share with video. Whether it’s a spectacular bungee jump, a peek in the underwater world, an epic fail on your skis or that first-time grasshopper eating experience.” Travelers can add videos from 3 to 60 seconds each. With the built-in video trimmer, users can easily edit their videos in the app.

Besides tracking and remembering trips, it’s Polarsteps’ ambition to reinvent the experience around travel planning in 2020. Recently, Polarsteps took its first step by launching the Itinerary Planner. A tool that helps travelers plan when and how many days they will visit each destination of their trip. Moreover, friends and family can now share in the joy of anticipation of an upcoming trip. Droste, “This is our first step towards our ambition to make travel planning so easy and inspiring, that it’s almost as exciting as the trip itself. Next year, we’ll continue expanding this tool with new features. This is how Polarsteps is becoming the place to be for planning, tracking and remembering all of your trips.”

Trailer announcing new video feature

Video feature in action on road trip from Amsterdam to Athens in the Polarsteps Jeep

Polarsteps co-founder Niek Bokkers drove the Polarsteps Jeep from Amsterdam to Athens and recorded his adventures along the way. [Relive his road trip on Polarsteps.](#)

ABOUT POLARSTEPS

See English below

Over Polarsteps

Polarsteps wordt met liefde gemaakt in Amsterdam door enthousiaste avonturiers met een passie voor reizen, design en tech. Niet voor niets werd het idee voor Polarsteps geboren tijdens een zeiltrip over de Atlantische oceaan. De scale-up bouwt sinds de lancering in 2015 hard aan dé plek waar reizigers hun trips kunnen plannen, tracken en voor altijd blijven herinneren. Inmiddels maken wereldwijd meer dan 2 miljoen reizigers gebruik van de app.

Over de app

Polarsteps trackt automatisch je route en de plekken die je bezocht hebt tijdens het reizen. Simpelweg door je

telefoon in je tas of broekzak mee te nemen. Zodra je verbonden bent met internet, plot de app vanzelf al je routes, belangrijke locaties en foto's op een kleurrijke kaart die live met vrienden en familie gedeeld kan worden. Als je reis is afgelopen maak je één met druk op de knop een prachtig fotoalbum met al je foto's, verhalen en reisstatistieken bij elkaar.

Reizigers kunnen Polarsteps gebruiken via iPhone, Android en de website: www.polarsteps.com

About the company

Polarsteps is created by a bunch of enthusiastic adventurers with a passion for travel, design and tech. The Amsterdam-based scale-up aims to build the place to go to for 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. A later prototype for the app was tested on an epic motorcycle road trip from [Amsterdam to Cape Town](#).

Based on those experiences, the first public beta of Polarsteps was launched in 2015. Following rapid traction amongst travelers, the company raised multiple rounds of investment which were used to further develop Polarsteps into a cross-platform experience. Polarsteps is now available on iPhone, Android and through the website at www.polarsteps.com.

About the app

Polarsteps automatically tracks your route and places you've visited while you are traveling. Just carry your phone in your pocket or bag. Once connected to the internet, the app seamlessly plots travel routes, key locations, photos, and videos on a colorful world map that can be shared in real-time with friends and family. When your trip is finished, a beautiful instant photo album can be generated with the push of a button.

Travelers can use Polarsteps on iPhone, Android and through the website at www.polarsteps.com.



polarsteps