

Trover to Provide Photo Content for Microsoft's Bing Travel App for Windows 8.1

Written by Australian Business

SEATTLE, Oct. 18, 2013 /PRNewswire/ -- [Trover](#), Inc., a mobile app and website for travel and photo enthusiasts, today announced that it will provide its members top photo discoveries to the Bing Travel app for Windows 8.1. This content arrangement will help grow awareness of the Trover community and connect members with a larger audience of travelers.

For Trover members, the arrangement offers a vast audience for the photos and written tips they publish from around the world. Trover member names will appear alongside the content in the Bing Travel app, increasing the reach of members who seek to share favorite places and connect with like-minded explorers.

"Trover members are fun and discerning explorers who love to inspire others," said Trover CEO Jason Karas. "Our mission at Trover is to broadcast this inspiration as far as possible, and foster connections among travelers who can help each other. We're thrilled to bring the best of Trover to Bing Travel's large community, and contribute to an elegant application that has world discovery at its core."

Trover content will be available with the updates to the Bing Travel app for Windows 8.1. The visually stunning new app enables customers to explore destinations around the globe and offers intuitive tools to ease travel decisions and planning.

"Bing is excited to welcome the fabulous images created by Trover members all over the world to Windows 8.1 customers," said Mark Gollin, Group Program Manager for Bing. "The unique, engaging and fresh nature of these 'discoveries' complement the professional travel content and services that Bing already offers in the Bing Travel app."

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Any Trover member who prefers to remove their content from possible display in the Bing Travel app may do so by sending email to feedback@trover.com at any time.

About Trover Since its launch in 2011, Trover has become the meeting place and communal photo atlas for people who love to share great places. Trover's iPhone app and website enable travel, culture and photography enthusiasts to post beautiful original images and their locations to a photo mosaic that spans over 175 countries. Trover members connect with one another through favorite places and shared interests, and exchange feedback, tips, and inspirations for new adventures. Increasingly, Trover is becoming the platform for publishing travel photos across the Internet.

Trover offices are located in Seattle, WA. For more information, visit www.trover.com.

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