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MOBILE TECHNOLOGY

iViu Technologies partners with Hi-Time Wine Cellars on mobile app

Customers can use the app to search Hi-Time's extensive inventory of wines, spirits, beer and cigars

BY KRISTINA WONG

Published: April 10, 2012 12:45 PM

Anaheim-based iViu Technologies has partnered with family-owned Hi-Time Wine Cellars to launch a new iViu application that will enhance customers' shopping experience with videos and photos, special promotions, reviews and wines recommendations.

Customers of Hi-Time Wine Cellars, a Costa Mesa store specializing in wine, spirits, beer and cigars, will be able to use the app to search the store's inventory of more than 10,000 wines and spirits, 1,000 beers and 400 cigar brands on their iPhone, iPad, or Android phone.

"From its huge inventory of wines and spirits to its expertise in making recommendations for any occasion, Hi-Time has so much to offer its customers and it wanted to put that wealth of knowledge at their fingertips in the form of our iViu application," said Chris Turner, CEO of iViu Technologies. "The app enables Hi-Time customers to instantly access detailed information and recommendations on wines based on their location and personal preferences, giving them a unique 'insider' experience."

Fritz Hanson and Jimm McVay established Hi-Time Cellars in 1957. The 24,000-square-foot store boasts one of the largest subterranean

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The 27,000 square foot store boasts one of the largest subterranean temperature-controlled wine cellars in the world.

“The iViu application plays a critical role in distributing information to our customers exactly when they want it and when it is relevant. We feature staff picks, special offers, wine tastings and much more,” said Diana Hirst, CEO of Hi-Time. “By providing real-time information that is convenient to our customers, we can deliver an engaging and personal experience that differentiates our brand.”

The iViu Insider at Hi-Time Wine Cellars app can be downloaded for free at the [Apple App Store](#) or the [Android Play Store](#).

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