FOR IMMEDIATE RELEASE:

Raleigh-Durham Gets Instant Access to Local Happenings
Rompn Launches Web App that Connects People to the Locations They Care About

RALEIGH-DURHAM, NC - August 31, 2017 -- On September 7ᵗʰ, everyone in the Raleigh-Durham and Chapel Hill area will officially gain the ability to find out about everything going on around them in real-time. Rompn, a hyperlocal mobile Web app, is officially launching its public service for everyone in the Triangle area.

Rompn makes it easy for people to post and discover all the things going on at specific locations around them. The type of information that has already been shared during Rompn's private Alpha release include: impromptu gatherings at local bars, a temporary store closure due to a power outage, happy hour specials, and even rock-climbing tips at a local gym.

The app was designed and developed by David Sharek, a 2012 doctoral graduate from North Carolina State University. Dr. Sharek built Rompn after experiencing a need for discovering local information beyond the saturated market of formal event apps.

"After graduating, I realized that I was beginning to miss out on many informal happenings because I was no longer connected to the word-of-mouth ecosystem of the university setting."

In contrast to local event apps, Rompn provides a platform for people and local businesses to share any type of information that is relevant to a specific location. Many important and interesting things occur around us all the time that people don't post on other social networks because the information may not fit the curated theme of those platforms. Rompn was designed to let people post timely information as quickly as possible without requiring effort or the social pressure of curation.

"Making it easy for people to post timely nuggets of local information is just one side of the equation. To balance that equation, I knew it would be critical to design an experience that filtered the large amount of data so you only see information that you're interested in."

Most hyperlocal apps provide a firehose of content solely based on proximity. However, based on Dr. Sharek's research in human-computer interaction, he found that although proximity is key, it is not enough to overcome the signal vs. noise problem because a firehose of unfiltered posts often contains irrelevant information which can quickly become overwhelming.

"Because conversations are contained within specific locations, such as your favorite park or watering hole, you are less likely to see posts about subjects you don't care about," said Dr. Sharek. "What sets Rompn apart is that it was designed to be easy for you to find information specifically about the locations that matter to you."

The Rompn Web app can be accessed on any desktop or mobile device at: https://rompn.com

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