



Swiss online scheduling service in China

Some 20 per cent of the Swiss internet users agree on one thing: When coordinating schedules for a meeting is likely to require more time and effort than the meeting itself, there is only one way out: Doodle. The booming Swiss Web tool is now to be launched in China.

Zürich / Hong Kong, June 6th 2008 – Everybody has been there: Coordinating a meeting with several participants can easily turn into a nerve-wracking back-and-forth of phone calls and e-mails. The limited reachability and availability of busy people does not only drive legions of project managers and secretaries to despair, but it is also estimated to result in costs that are beyond imagination. This Web tool, which has been created by a Swiss start-up company, offers an elegant way of resolving the scheduling dilemma.

Growing rapidly

Thanks to its easy use and its obvious purpose – finding a common denominator –, the application has seen the number of its users grow between 300 and 400 per cent every year. Slowly but steadily, Doodle has evolved from a one-man hobby operation to a fully-grown business with internationally renowned investors that has received great attention in the media well beyond the Swiss borders. Being available in almost 20 languages, Doodle is now used by millions of people around the world to schedule events and carry out all kinds of polls.

Targeting China

Spurred by its success in Europe and backed up by well-known investors, Doodle's expansion is taking another giant leap forward. With its Chinese translation and a mobile application ready for take-off, Doodle is now, under www.doodle.cn, entering the Chinese market with the aim of becoming the local reference Web tool for scheduling events. According to its founders, the Swiss origin of the multi-awarded tool is an asset in view of its international expansion, since Switzerland is commonly associated with qualities such as punctuality and the adherence to schedules.

Easy to use

Doodle owes its success, which has already produced a number of copyists, mainly to the fact that it is simple to use. Within a few seconds, an organizer can enter his suggestions for event dates into the system and send a link to the participants in order to start a poll. By gathering all replies, Doodle provides a simple tabular overview of the current state of affairs and the most favorable choice of date. Contrary to comparable applications, Doodle does not require any registration. Polls may be accessible to all participants or solely to the organizer.

About Doodle

Doodle is the leading online scheduling tool. The service, which is financed by advertising, is free of charge and attaches great importance to simplicity and usability. Users don't need to register or install any software. Doodle has been translated into 20 languages, with more languages being added regularly. Doodle can be used for both private and business purposes, such as in companies, clubs, authorities, or political parties. A feature that is particularly useful to international organizations is its possibility to schedule events across different time zones.