



HouseTab Mobile Application Launches in New York

HouseTab, a new mobile application that boasts mobile payments with a social twist, launches in New York City.

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HOUSETAB MOBILE APPLICATION LAUNCHES IN NEW YORK

'Mobile payments with a social twist'

New York, NY (June 23, 2014) – HouseTab, a new mobile application that combines mobile payments with its own social network, has officially launched in New York City. Available at approximately twenty top bars and restaurants in Manhattan, Brooklyn and Montauk, HouseTab is poised to reinvent the way that cosmopolitan urbanites communicate, socialize and pay their tabs.

HouseTab is the only mobile payment app that provides convenient, multi-functional solutions for both payments and social networking, revolutionizing the social experience for its users. Check-in to your favorite bar or restaurant and when you're ready to leave, request your check and pay or just "Get Up and Go". HouseTab has also created its own social network, allowing you can see where friends are checked-in, chat with buddies in real-time and send drinks/food to anyone on the network, at any time.

"Realizing that social engagement drives consumer adoption of mobile applications, we've incorporated a dynamic social network into our sophisticated mobile payment software," says CEO Andrew Tauber. "HouseTabbers are not only using the app to pay their tabs safely and swiftly, but also to chat, gift food and drinks to friends and engage with their favorite nightlife venues. Our platform is powerful and multi-faceted."

While there are other companies in the mobile payment sector, they each lack the social component found at the heart of HouseTab which sets it apart from competitors and offers users a far more attractive experience. The app can be used to chat and send food and beverages to friends with the click of a button, even from opposite sides of the city! HouseTab also offers rewards, discounts and deals to its frequent users, providing tangible incentives to utilize the app. Most importantly, HouseTab uses Braintree as its payment processor, which is secure and encrypted, making both the user and merchant experience safe and stress free.

HouseTab is also valuable from a merchant perspective. "Using HouseTab at my bars has been hugely beneficial; the app streamlines the check out process for my staff, and the tips tend to be higher," says David Marino, owner of The Windsor and Windsor Gansevoort Park. "The fact that I can monitor the purchasing patterns of my regulars, and send them deals and drinks is also a huge asset."

HouseTab is currently accepted at a growing list of New York hotspots, including in Manhattan: Anotherroom, Automatic Slims, Bakehouse, Bayard's Ale House, Bubble Lounge, Circa Tabac, Local West, Nevada Smiths, Pergola, Rogue & Canon, The Room, The Otherroom, The Royal, The Winslow, Windsor Gansevoort Park and Windsor; in Brooklyn: Park Luncheonette; and in Montauk: the Surf Lodge.

HouseTab is currently available in the App Store and coming soon to Google Play.

For more information, please visit www.myhousetab.com.

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