MultiView, Inc. launches the new iPhone app for the Society of Plastics Engineers: SPE Mobile

Leading publisher of association-branded buyer’s guides and news briefs provides new benefit for SPE members.

Irving, TX, Oct. 20, 2010: MultiView, Inc., today announced the launch of its newest partner benefit for the Society of Plastics Engineers: the SPE Mobile app for iPhone. This app is designed to help SPE keep its members connected to the association anytime, anywhere through one convenient portal.

Plastics industry professionals who use an iPhone will now be able to:

- Quickly search for industry products and services on the *SPE Plastics Industry Resource*
- Keep up with weekly industry news through the *SPE Industry Update*
- Stay informed about upcoming SPE events
- Store and access member information, and
- Easily access the SPE website

SPE Mobile is available to the entire plastics industry through and is provided by MultiView, Inc. at no cost. It may be downloaded by either searching the iTunes app store for “SPE Mobile” or by clicking here.

About MultiView

MultiView, Inc. is a privately held corporation based in Irving, Texas. MultiView is the leading digital publisher for the association world with products including a premier series of industry-specific online directories and electronic news briefs.

For more information about MultiView please contact:

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About SPE

Every day the Society of Plastics Engineers (SPE) helps people and companies in the plastics industry succeed. How? By spreading knowledge, strengthening skills and promoting plastics. SPE is the only place where people from all parts of the industry can come together around important issues and technologies. SPE’s contribution to the plastics industry for over 60 years has made a significant difference to the technologies and innovations the industry enjoys today. In the process, we’ve developed a 20,000-member network of leading engineers, scientists and other plastics professionals, including technicians, salespeople, marketers, retailers and representatives from tertiary industries. Today, the industry is more interdependent than ever, and professional networks have taken on global dimensions. Such networks are almost impossible to develop and maintain in our fast-paced industry. Participation in SPE is a key success factor for those who want to thrive in today’s business environment.