



Featured in

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### C2 City



### CitySeen

with Vivian Chen  
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#### For those who just can't wait to get home to write about dining out

Instant food reviews, anyone? WOM (Word of Mouth), the online diner-generated restaurant guide that expanded into print, has now migrated to smartphone services as well.

To celebrate the launch of their mobile internet platform, WOM guide founders Fergus Fung Se-goun and Samanta Pong Sum-yea threw a party last Thursday at RED SoHo attended by more than 300 people.

Guests got a taste of the Uploader cocktail created specially for the occasion, as well as a chance to win a four-night trip to Niseko, Hokkaido, in October to take in the sights and sample some of the region's famous seafood.

"WOMobile is for all of us who just can't wait to get

home to write about our latest dining experience," Pong said. "We aren't trying to encourage bad table manners, of course, but sometimes you just have something to say right then and there."

The mobile version of the site enables WOM's 14,000 registered users to upload pictures and reviews quickly. Impatient foodies may want to grab their smartphones and start typing away at [www.womguide.com](http://www.womguide.com), but Pong urged them not to forget their dining companions.

Presumably members of the slow-food movement won't be signing up.

Yvonne Lai

