

## **SSEF Press Release**



### **New iPhone App: GemExplorer**

### **SSEF launches an interactive guide to the world's gemstone mining areas**

GemExplorer, a recently launched iPhone application, now offers users the possibility to plan their next gemmy holidays or just to navigate the world's major sources of coloured gemstones, diamonds and pearls.

Building on SSEF's knowledge and collaborations in geographic origin determination and visits to gemstone producing areas; this programme is an interactive compass to these areas. The application shows users a compass indicating the geographic direction and distance between the user's current location and a great number of mining regions. Mogok, the classical source of rubies is East and 8072 km from Basel, Switzerland, whereas natural pearl oyster beds around Bahrain are SouthEast and 4416 km near. For those who have long wondered how far the sources are from the market, of where the next gem treasures may lie, GemExplorer is a stimulating compass. Not only is it possible to see which are the six nearest gemstone-producing areas; the database also provides a search function based on different gemstone categories.



Developed in collaboration with jibbapp.com, and available for **free** in the iTunes app store (<http://itunes.apple.com/us/app/gemexplorer/id411642847?mt=8>), this application serves as a source of inspiration for gem aficionados and adventurers alike. Dr. Michael S. Krzemnicki, director of SSEF, said that: “we have developed this for those with an interest in gemstones and their sources, pursuing our mission to share gemmological knowledge since 1974”.



*Mining for beautiful red spinel near Mahenge (Tanzania). © M.S. Krzemnicki*