

**iAudioguide.com** Free city audio guides.

**PRESS KIT**

[www.iAudioguide.com](http://www.iAudioguide.com)

[info@iAudioguide.com](mailto:info@iAudioguide.com)

Phone: +32.486.823740

Fax: +1.213.286.2726



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## 1. About this press kit

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Here you will find practical information about iAudioguide.com and its products. If you have any further questions about us or about the market for audio guides, please do not hesitate to contact us.

## 2. About us

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iAudioguide.com is a Brussels-based company founded in April 2006. We are the leading provider of free multilingual city audio guides. Our audio guides cover essential facts, entertaining information and insider knowledge about major tourist sites in the world's most popular cities. The audio guides last about one hour, and they cover twelve to fifteen significant attractions in each city. We are located in Brussels, “the heart of Europe” with international staff and freelancers at our disposal. The offices are in the IT-incubator mVillage (see photo).

Our team of tourist guides, local bloggers and professional speakers is led by managing director Torsten Peters, and has already produced audio guides covering 7 cities (London, Paris, Berlin, Rome, Brussels, Vienna and Barcelona – with the Vienna guide offered via our Austrian partner). Almost each of these guides is in 4 languages (EN, FR, DE and IT), with more to come. Only half a year after its launch, iAudioguide is already describing about 250 attractions in these various languages, which means we are already providing more than 1000 minutes of quality content for the modern traveller. Due to our innovative business model, this quality content is available for free.

The main target group for audio guides, is that of tourists with independent minds who want to be more interactive with the city they are visiting, and who want to discover a city at their own pace. These audio guides in mp3 format can be used by anyone with even the most basic mp3 audio player, so no special skills are needed.



Why does iAudioguide.com stand out? Here is why:

First of all, we offer entertaining quality audio guides in several languages for different cities in various countries.

Secondly, we provide these audio guides for **free**, with no need by the user to register or install software.

We are able to do so by investing in the quality of our guides rather than in expensive marketing strategies, in costly sales activities or shiny offices. We rely on viral marketing, podcasting and word of mouth. And we work with professional speakers, not with expensive celebrity voices. Because of all this, together with funding from our sponsors, we can thus offer our amazing products for free.

### 3. Our products

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#### 3.1. Our basic product

iAudioguide.com offers free mp3 audio guides for tourists who visit major cities in the world. All of these guides are easy-to-use mp3 files, easily played on any kind of mp3 device (iPod™, mp3 memory stick, PSP™, smart phones, GPS ...).

iAudioguide.com produces highly appealing audio guides mixing anecdotes with general information about the landmarks of a city. Each guide has around one hour of entertaining information divided into multiple tracks, one for each site described.

The free audio guide downloads include a city map of the places listed.

#### How does it work?

With only 2 clicks and no need to register, tourists are ready to leave on holidays with all the information they need for important tourist destinations:

**Step 1:** Choose a city on [www.iAudioguide.com](http://www.iAudioguide.com).

**Step 2:** Download the file for free to your mp3 player.

**Step 3:** Have fun travelling and listening to your iAudioguide!



## Strengths of an iAudioguide

- **It's free:** An iAudioguide is free to download in just two clicks, no registration needed.
- **Doesn't impose an itinerary:** As the audio guide is divided into multiple independent tracks, one for each attraction, the tourist can choose his or her itinerary at will and in the order he or she wishes. Nevertheless, we provide a map and a suggested itinerary, which the user can flexibly adapt to his or her own inclinations.
- **Allows lighter travelling:** Instead of a bulky book, all you need are an mp3 player (which many people have anyway) and a printout of the map.
- **Lets the user watch while listening:** As the user hears the information, there is no need to look down into a book. The traveller gets the information synchronized with what he or she sees.
- **The user doesn't look like a tourist:** The traveller using the iAudioguide will not be so easily recognized as a tourist - he or she will seem more like a local listening to music.
- **Lets the user remember more of the trip:** Information is more easily understood and remembered from listening than from reading. The audio guides we produce are very special, as we invest most of our creativity in the writing and editing of our guides, in mixing anecdotes and facts to form a good audio story that the visitor can enjoy.

## 3.2. Our premium versions

The premium versions of some of our guides are an extension of the free iAudioguide. This version will contain several tracks in addition to the free version. These premium versions can be rented on the spot or bought through the website.

## 3.3. Complementary products

In addition to our guides, we have added recommended shopping links that will help the client save time and money:



We have partnered with some of the world's biggest hotel reservation networks, often with the best price guaranteed. Our visitors save an average 20% on accommodation by comparing prices. In addition, we help the user to select and buy mp3 players, travel books and affordable plane tickets.

### **3.4. Services – production of multilingual audio content**

iAudioguide.com offers to produce audio guides for tourist offices, companies, including for special uses and circumstances. In addition we adapt and localise audio guides for different languages and cultures, and transform written texts into audio guides.

## **4. Partner with us**

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iAudioguide.com is currently looking to expand its network of partners. At present we offer 'white label' partnerships with hotels, and sponsorships for specific sites in a city (e.g. museums) and for differing language versions. There is also the possibility for co-branding solutions with major websites (airlines, travel websites) in any European language.

### **4.1. White label - Hotel Partnerships and Content Partnerships**

iAudioguide.com provides a unique opportunity for hotels to increase both customer satisfaction and revenue. Hotels, and also other companies in the tourism sector (car rentals, travel agencies, tourist offices etc.), can buy affordable licenses to supply branded iAudioguides to tourists. Prices start at only 1 Euro per room per year, depending on the size of the hotel and the intended use. Please download the hotel brochure with more detailed information under [www.iAudioguide.com/hotel.pdf](http://www.iAudioguide.com/hotel.pdf)

Similarly, we offer white label solutions to high traffic websites (airlines, hotel reservation systems, portals).

### **4.2. Sponsored sites**

iAudioguide.com covers the main tourist attractions of a city. On top of that, we also produce and distribute 'sponsored' audio guides for additional tourist attractions such as museums, parks or monuments. The 'sponsored' guides are added to the free version, with the sponsor contributing to the cost of



producing this additional track. In return, the sponsor will receive additional media attention, and more visits from tourists and locals who download the free iAudioguide and the sponsor can integrate the sponsored tracks to the own website. Sponsorship is also available at city-level: Several tourist offices (Paris, Dublin, Edinburgh) and companies (Puma) have already chosen to promote their city or an event using free audio guides.

Those 'sponsored' audio guides can be written by iAudioguide's staff. Texts can also be provided by the sponsor. Listeners are informed in a soft transparent way that the audio guide is sponsored. In order to maintain quality and credibility, only attractions which are of interest and fit with the other tracks will be accepted, and the style might be edited to fit with the overall style of our audio guides.

## **5. About the market**

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E-tourism is one of the Internet's major success stories. The modern tourist increasingly organises his/her holidays online. With the audio guide to a destination just a click away on the computer, there is no need to shop for a large and heavy guidebook.

With the rise of no-frills airlines, the demand for cheap flights has exploded. This started a new fashion of budget travelling, people nowadays frequently escaping for a weekend city break instead of longer holidays.

The intrinsic demand has encouraged local producers in many cities to provide audio guides, but these are usually only available offline at rental stations which themselves must be located.

Several cities (e.g. Dublin iWalks) and companies (e.g. Puma Soundtrip) offer free audiowalks as a marketing tool.

iAudioguide.com, on the other hand, is one of the very few truly international companies covering cities in several countries and in several languages, with the guides just easily accessible by a few clicks on the web.



With close to 150 million mp3 players (including the omnipresent iPod) sold in 2005, the great majority of young people now possess an mp3 player. By 2010, annual sales of mp3 players are expected to double. MP3 players have become so popular that they were even added to the commodity/shopping basket to measure inflation. In addition to 'pure' mp3 players, a multitude of devices ranging from mobile phones and PDAs, to gaming devices (PSP) and GPS navigation tools, collectively indicate that in the near future, audio guides will become a frequent and convenient companion even for ordinary travellers.

**If you have any further questions on iAudioguide.com and its competitors, or the market for audio guides, please don't hesitate to contact us at:**

**[www.iAudioguide.com](http://www.iAudioguide.com)**

**[info @ iAudioguide.com](mailto:info@iAudioguide.com)**

**Phone: +32.486.823740**

**Fax: +1.213.286.2726**

**rue d'Ecosse 58, B-1060 Brussels (Belgium)**

Contact: Torsten Peters (managing director)

