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FOR IMMEDIATE RELEASE

Free audio guides changing the face of tourism

New website offers free mp3 audio guides for London and other cities

Brussels - 3 May 2006 – Following a new trend of downloadable city audio guides, iAudioguide.com, a company based in Brussels, offers free audio tours for visitors to cities such as London, Paris and Barcelona. These mp3 audio guides can be downloaded in just two clicks from the website www.iAudioguide.com and work on any audio device.

iAudioguide.com has come up with audio guides mixing anecdotes with general information about the landmarks of a city. Each “iAudioguide” has up to one hour of entertaining information divided into several tracks, one for each site described. The free download also includes a city map of places listed.

The audio tours are not only made for a new kind of tourists who want to become more interactive in the city they are visiting. The tours are also made for those who may want to discover a city at their own pace, whenever they like. iAudioguide.com founder Torsten Peters said: “Even locals have already confessed they love the audio tours. Locals learn new things about their own city, and the audioguides keep their visitors busy.”

With audio guides becoming more popular, less people will read guidebooks in public, and it will be less easy to distinguish a local from a tourist.

“But you will still see crowded tourist buses and guides followed by tourist groups,” explains Mr Peters. “Our MP3 audio guides mainly target independent minds. This new kind of tourist simply would not join a flock of tourists following a local guide waving an umbrella.”

Company information: iAudioguide.com is a new company based in Brussels. Launched in April 2006, iAudioguide.com produces entertaining audio guides for major tourist cities. Supported by a team of tourist guides, local bloggers, gifted storytellers and professional speakers, iAudioguide offers city audio guides for major tourist destinations in mp3 format through its easy to use website.