# CityTourPlayer.com

Synchronized audioguide
via GPS on Smartphone

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# Concept

## A new way to visit the city!

- Free audiovisual guide for users
- Use the current public transit network
- Real-time synchronization with GPS
- No need to download an application
- Offline mode available.
- Allow you to discover the local region
- An innovative tourist activity.

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# How does it work?



1. The traveller scans the QR code and access the free audio guide.



2. Thanks to the GPS, the guide follows the user on their own adventure.

3. The user has full control on the interface, discover exciting stops and points of interest.

4. Once outside, the journey continues thanks to the places discovered in the audio guide.

Try it on ligne24.ch or ligne201.ch !

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# Benefits

## Tourism 2.0

Thanks to our augmented audio guide, the attractiveness of the lines is enhanced and pulls the tourists and locals with an innovative offer.

Yet environmentally friendly, as it uses already existing lines of transport.

## Dynamic

Regardless of language or age, a CTP audio guide can be used to highlight the heritage of a region.

With audio and visual content, it is possible to create an immersive experience.

## Adaptable

The personalised creation of an audio guide makes it possible to offer visits on various themes during the same journey.

The audio guide can be adapted to everyone and does not require an iOS/Android application.

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# Interface

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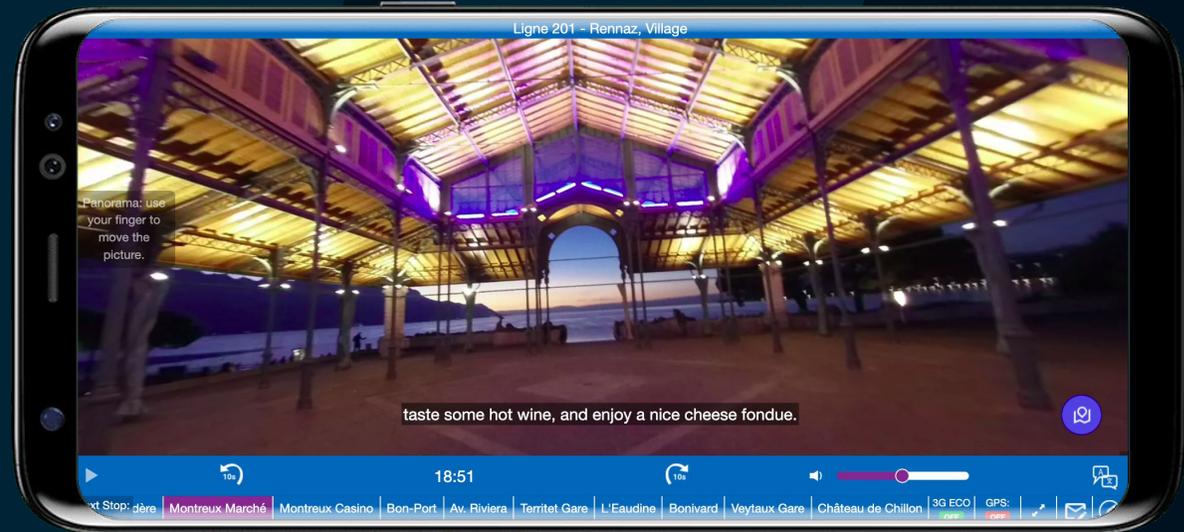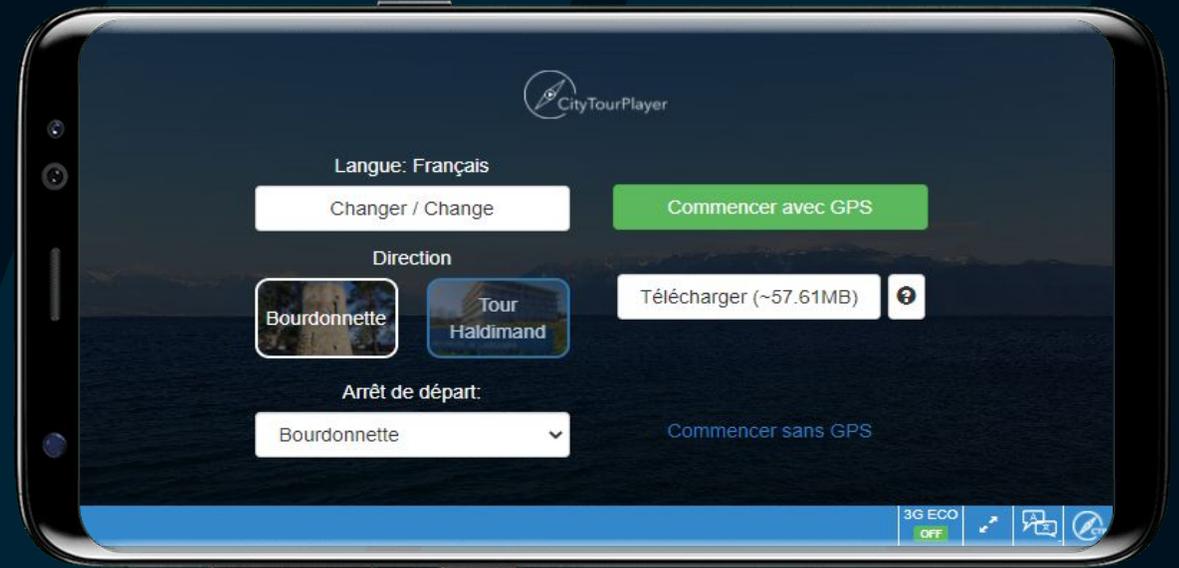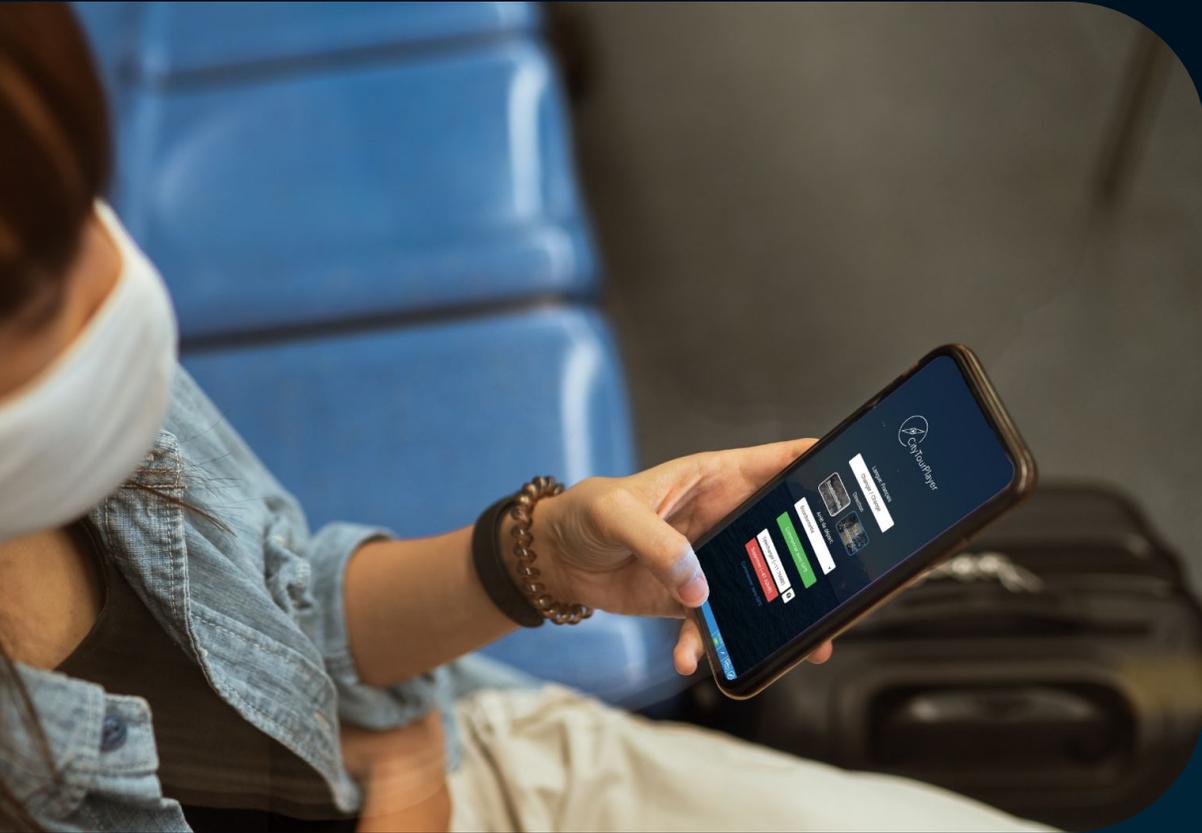
# Why now ?

Several recent changes make this project topical:

- Roaming tends to disappear in Europe, tourists have more and more 4G/5G connections abroad too.

- Ecological and sustainability issues continue to evolve; with our application, there is no need for specific polluting tourist lines when you can use the ones already in hand!

- Web technologies have made it possible from only a few months to create such an experience without downloading any  app.

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# Creating an augmented audioguide

Create a "self-made" line or opt for the "turnkey" solution

▪ Thanks to the intuitive tools on our website, you may easily create your own audioguide.

▪ We also offer a turnkey solution, where we will produces the audio guide from A to Z for your chosen line.

# Sample Poster

A simple QR Code allows users to begin touring!

- The **QR code** lets the visit begin in an instant, at the right location.
- Thanks to the **GPS** system, the **locator** allows one get a detailed description of the scenery outside of the window
- Based on the timestamps, the audio guide stays **synchronized** even when offline.
- You have full control of how you would want the aesthetic of the application to look like!
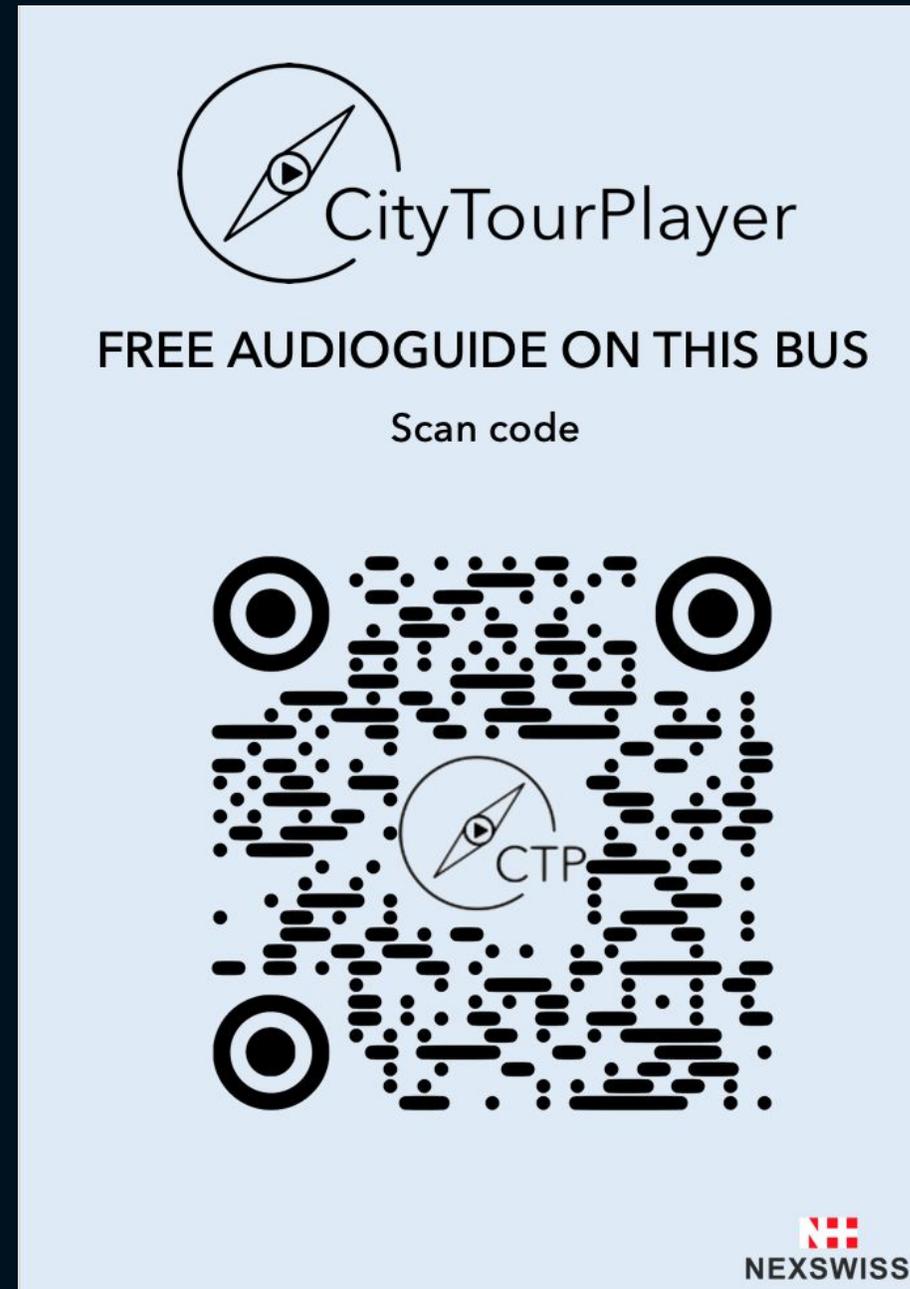
# Pricing

Each line is unique, before we can offer you a price, we are interested in the different points of your line such as:

- The number of stops
- The length of the line
- The specificity of each direction
- The type of vehicle
- The network coverage
- The places crossed
- The type of audio guide desired

Looking for a low-cost solution?

- Create your audioguide with your own team directly on citytourplayer.com ! You will then only pay a monthly fee.

Looking for a 360 solution ?

- Our team will create your audioguide from the beginning, with your own touch and wishes.

Any questions or special requests ?

citytourplayer.com

citytourplayer@nexswiss.ch

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# Next Steps

Only a few steps before making your own audio guide available to the public:

1. Discuss which line may be the best for your first project.
2. Choose if you wish to edit it with your own team, with some partners or with us.
3. Discussing together your choices, so we can make you a final price offer.
4. Usually, we create an audio guide under 2 months.
5. Fine tuning, your team test it and make us some feedbacks.
6. Promoting to your users and launching time!
7. Feedbacks, and fine tuning, we will still be there for your team.
8. New lines ? :)

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Thank you !

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