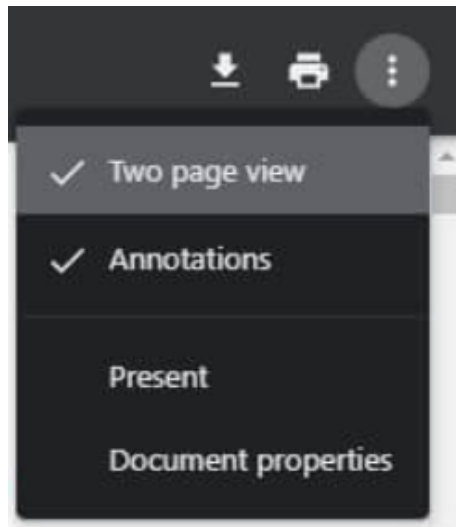




**A TOURIST AUDIO GUIDE SOLUTION
FOR PUBLIC TRANSPORT
AVAILABLE ON SMARTPHONES
WITH NO APP TO DOWNLOAD**

**Discover more about us:
www.citytourplayer.com**

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This blank page is included in the digital version only and ensures proper side-by-side page display when the option is enabled.



Joël Iunius,
Director, NexSwiss Sàrl

Enhance your public transport routes with synchronized tourist audio guides powered by CityTourPlayer. Accessible directly on your passengers' smartphones without any app to download, the experience enriches each journey while showcasing your region's cultural heritage.

CityTourPlayer helps increase customer satisfaction, strengthen your brand image, and create new communication and marketing opportunities.

100% digital, the solution requires no equipment installation and works directly on your existing routes.

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GPS-Synchronized Audio Guides on Smartphones

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Find all press articles featuring our team on our website.

Overview



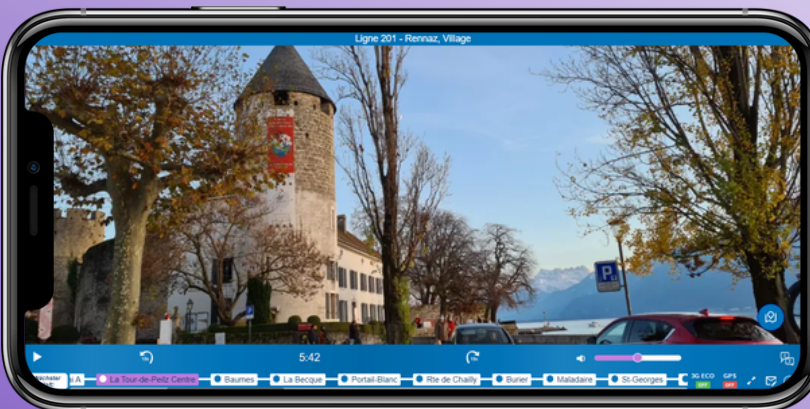
CityTourPlayer is an audio guide player for public transport, offered free of charge to users.

With no app to download, the audiovisual guide synchronizes with the vehicle's route via the smartphone's GPS.

A new way to explore the city!

- Using the existing public transport network.
- Available offline, if desired.
- Discover the region in a new way.
- Through an innovative experience.
- Designed to enhance customer satisfaction.

Concerned about ridership on your lines and customer satisfaction? Use CityTourPlayer to make your network more attractive and enhance your image as an innovative company, while leveraging our marketing tools.



A Complete Solution Recognized by the Press



NZZ

Journal
de Morges

« A simple editing tool makes it possible to create a customized audio guide that synchronizes via the smartphone's GPS to present the various points of interest along a route. »

- L'illustré, September 12, 2022 edition

L'ILLUSTRÉ

« The Morges region, narrated right into your ear on the bus. The Transports de la région Morges-Bière-Cossonay have launched an audio guide on one of their routes—an initiative already familiar to travelers on the Riviera. »

24

- 24 Heures, May 1, 2024

« An audio guide is now available on bus line 601, connecting Yverdon-les-Bains railway station to the city's high school. »

- La Région, November 5, 2024

LA RÉGION

Already available in Nice,
Cannes, Vevey, Montreux,
Morges, Villeneuve, Yverdon,
Lausanne, Allaman, and
other cities!

ligne218.ch



ligne201.ch



Try it

Other examples are also available at:
zouligne620.fr, audioguide-bam.ch,
audioguide724.ch, ligne601.ch, or ligne24.ch!



How does it work?

1. The passenger scans the QR code and accesses the audio guide free of charge.
2. Using GPS, the guide synchronizes with both the user's journey and the vehicle's route.
3. The user has full control over the interface and discovers stops and fascinating points of interest.



Player Interface: language selection, subtitles, segments, stop list, interactive map, captions, and much more

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

During playback, it is possible to add informational or promotional messages, as well as direct your customers to various links or surveys. You also have access to usage statistics.



Real-Time Traffic Management:

Thanks to our technology, the audio guide adapts or adds content during slowdowns, unexpected stops, or route changes—ensuring there is never any silence.

Offline Mode and Roaming:

The audio guide adapts to 3G/4G/5G networks and can operate even when connectivity is weak or unavailable (in tunnels, valleys, etc.), thanks to intelligent caching.



Interactive Map:

With an interactive map, passengers can track their position along the route, access information on points of interest, and explore images or links.

Benefits

Tourism 2.0



With the enhanced audio guide, the attractiveness of transport lines is increased, appealing to both tourists and locals with an innovative offering.

Eco-friendly and sustainable, this solution relies solely on existing transport networks.



Dynamic



Regardless of language or age, a CTP audio guide highlights a region's cultural heritage.

Through audio and visual content, it creates an immersive experience.

Adaptable



Creating audio guides allows you to offer tours on different themes along the same route.

The audio guide adapts to all preferences and requires no iOS or Android app.

A New Way to Travel



Whether with family or on your own, this new activity is one of the few that promotes public transport not only as a means of getting around, but also as a destination in itself—offering a unique cultural experience.



Use Cases



On a Section of a Route

CityTourPlayer can operate across an entire public transport line or only on a specific section of it.



This allows you to easily highlight the must-see attractions of your region.

As a Communication Tool



Use the audio guide to share information and integrate your partners. Tell the story of your network and build a connection with your customers.

Monetize the audio guide by promoting activities or private establishments in exchange for a contribution.



Give a Voice to Emerging Talent

Create an audio guide with local artists, add a touch of humor, or develop a community-driven project.

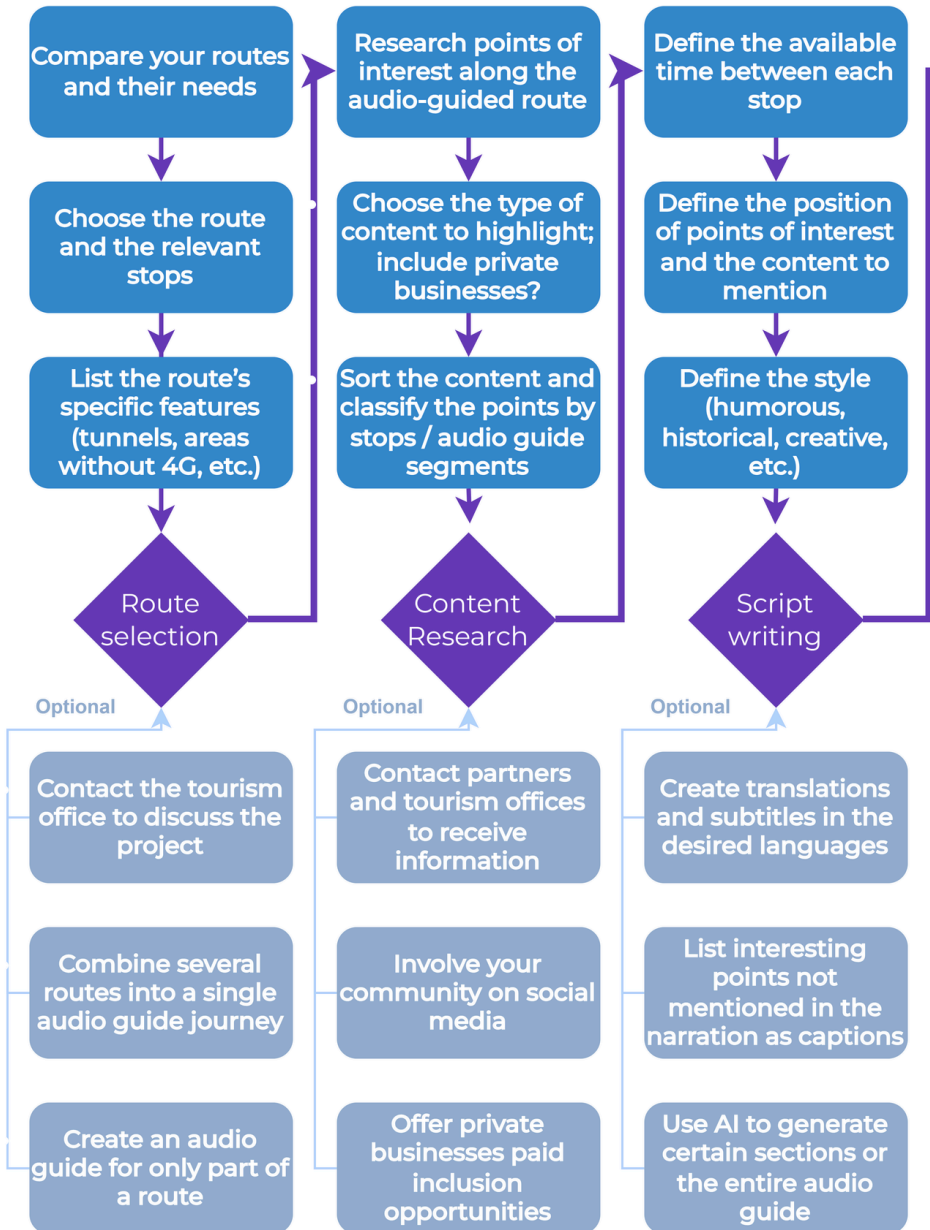
The project can be delivered turnkey by our team or created directly by yours.

As an Interactive Way to Present Your Routes

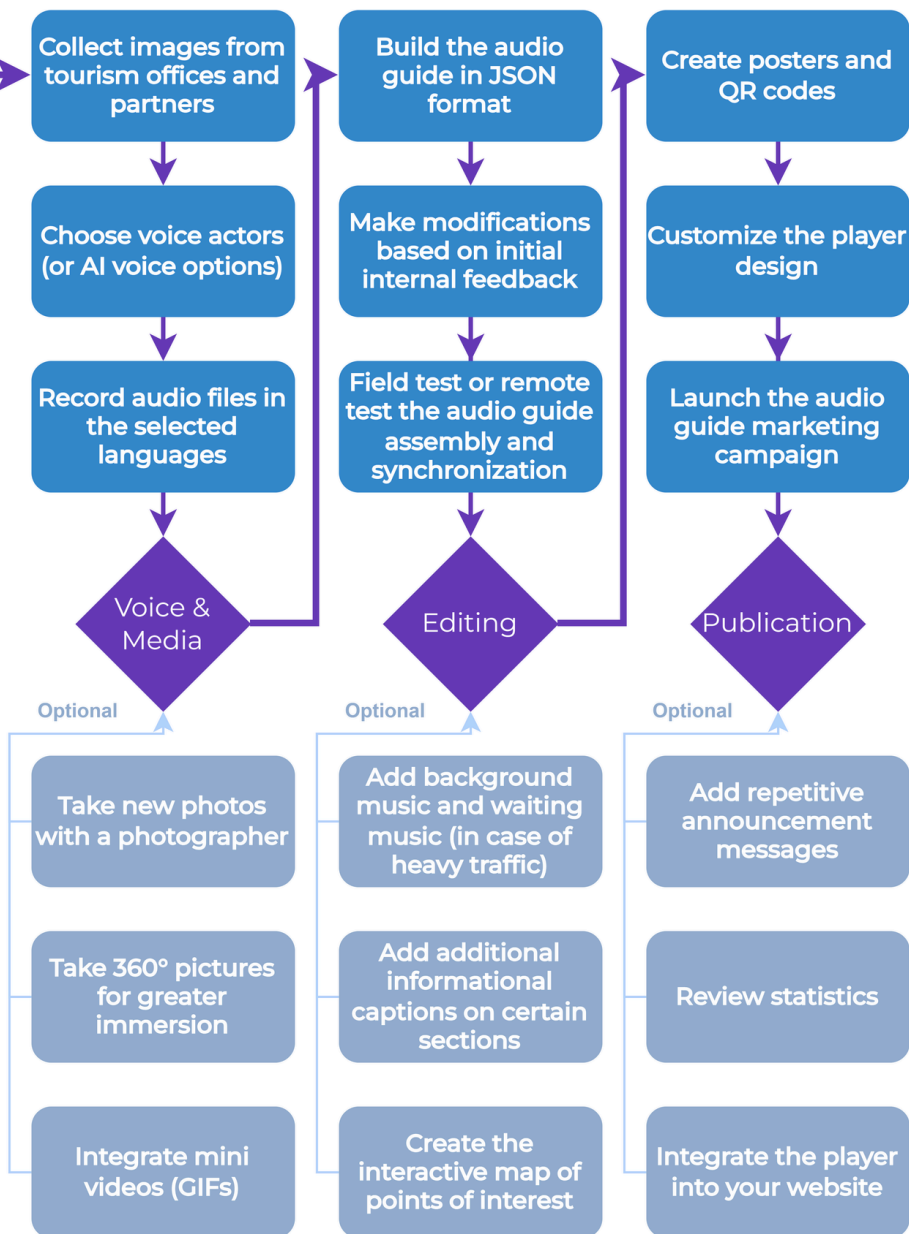
CityTourPlayer can also be integrated into your website and used to present your different routes and their itineraries.

Audio Guide Creation

Turnkey Solution: we take care of all these steps for you. You can also choose to complete them yourself, either partially or entirely.



Creating a complete audio guide takes between 1 month (using AI) and 6 months (average timeframe without AI). The duration depends on the type of audio guide and the route involved.



Why Now?

Several recent developments make this project particularly relevant:

- Roaming and internet data costs are decreasing, and tourists increasingly have access to 4G/5G connectivity while abroad.
- Environmental and sustainability concerns are growing; with CTP, there is no longer a need for dedicated, polluting tourist transport.
- Advancements in web technologies now make it possible to deliver such an experience without requiring any app download.



What Can You Do with an Audio Guide?

Data collection, partnerships, event promotion, communication, and more.

- Communicate through the audio guide by adding informational messages, links, or customer surveys directly within the player.
- Showcase your routes and the points of interest along them on your website.
- Turn your route into a tourist experience listed on leisure and travel platforms.
- Engage your community in the creation of the audio guide by involving associations or school classes, for example.
- Use the audio guide as a powerful tool to promote public transport.



Artificial Intelligence for Audio Guides

Thanks to Artificial Intelligence (AI), creating scripts and generating voice narration for audio guides has never been easier or more affordable. Discover how AI enables you to quickly and cost-effectively create a CityTourPlayer audio guide.

Note: The audio guide can be produced entirely, partially, or without the use of AI.

Reduced Production Costs :

With AI, you can generate relevant and accurate scripts in just minutes. Using neural networks, AI can create engaging voice narration and interactive content for users, significantly reducing production costs.

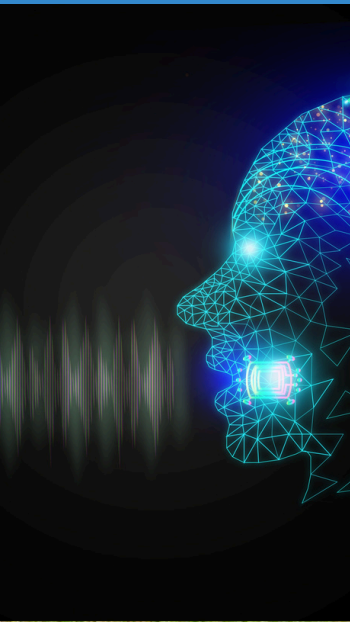
These tools can be seamlessly integrated into our creation process.



Advanced Voice Synthesis:

With AI, you can transform written scripts into natural-sounding speech. State-of-the-art voice synthesis technology brings your content to life, delivering a realistic and engaging audio experience for users.

This eliminates the need to hire voice actors, further reducing costs. Background music can also be generated using AI.



Pricing

Each route is unique—request a free quote by providing the following information:

- Number of stops Route length Specific characteristics of each direction
- Type of vehicle Network coverage
- Locations and points of interest along the route
- Type of audio guide desired

Looking for a cost-effective solution?

Create your audio guide with your own team directly on citytourplayer.com! You'll only pay a monthly license fee.

Looking for a turnkey solution?

Our team will fully create your audio guide, tailored to your style and requirements.

Any questions or special requests?

citytourplayer.com - citytourplayer@nexswiss.ch

Next Steps

Just a few steps to make your audio guide available to the public:

1. Selection and discussion of the best route for an initial project
2. Choice of how to produce the audio guide: with your own team, partners, or with us
3. Review of your choices so we can provide a final proposal
4. Typically, we create an audio guide in under 4 months
5. Finalization: your team tests the guide and provides feedback
6. Promotion to your users and official launch!
7. We remain available to support your team and users for fine-tuning

Contact Us

Our team is your team.

NexSwiss Sàrl is a company founded in 2018 by students from EPFL, UNIL, and EHL in the Lausanne region, Switzerland.

Passionate about public transport, tourism, and cultural sharing, we operate in the field of IT, continuously adapting to new technologies to develop innovative products.

Discover more at nexswiss.ch

The NexSwiss team wishes you every success and continued innovation in your digital projects and beyond!



Contact us now for more information:



Website :

www.citytourplayer.com



Email :

citytourplayer@nexswiss.ch



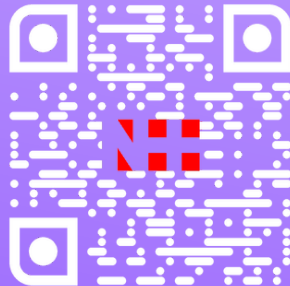
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Try it
remotely!



NEXSWISS SARL

NexSwiss Sàrl is a Swiss company active since 2018, specializing in the development of flexible, tailored, and cost-effective IT solutions for public transport.

A young, motivated, and dynamic team at your service.

Contactez-nous



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