



Smartphones: Integrating personal devices into your offer



*images for
illustration only*

Applications for smartphones (app-ready Internet phones) can deepen the relationship with your core audience, and build links to new audiences entirely. And onsite, apps can offer an innovative and exciting way to present content, which can be re-used on rental players.

The opportunity, and the need

Smartphone sales are booming; and they are the portable communication and entertainment gateway for millions worldwide. Cultural apps for iPhone, BlackBerry, Nokia and Android phones can support your brand and extend your geographical and socio-economic reach beyond your regular visitors. With care, apps can also provide additional sources of revenue, both directly, and by offering relevant 'in-app' purchases. Visitors who bring an app-based tour with them when they visit reduce the need to provide players onsite, and iPod Touch devices onsite may help contain content costs as well.

Imagineear can help you reach these goals in several ways. We offer:

- ▶ Full smartphone programme support for over 40 mobile devices in over 30 languages
- ▶ iPod Touch rental for onsite support of iPhone apps
- ▶ iPod Touch recharging and uploading onsite via the imagineear smartCharger™
- ▶ Easy phone-to-player conversion if you prefer to run a mediaPacker™ installation onsite

Partnership with Tristan Interactive

Programming for the wide variety of smartphone devices is a specialised activity, and imagineear has chosen leading provider, Tristan Interactive, as our platform partner. We combine Tristan's powerful content builder back-end and years of games-programming experience with imagineear's deep understanding of cultural interpretation to create outstanding smartphone interpretation. Our best-in-class solutions allow you to:

- ▶ Offer audio, video, interactive maps, text, thumbnail and hi-res images
- ▶ Use your existing events and calendar web pages to keep your visitors up to date
- ▶ Provide multiple ways to access content: by entering a label number, making a selection directly from a trail or map, scanning a barcode, searching full-text or building favourites and recommendations lists
- ▶ Stay in touch after the tour, via on-app notifiers (the red 'update' buttons)
- ▶ Promote virally via visitors' own twitter, facebook and e-mail accounts
- ▶ Sell on additional goods and services, like posters or additional content

Look Here, See Hear, imagineear

▶ For further information: www.imagineear.com