



## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **Tours4Mobile Launches New App Of Downtown Manhattan, NYC**

*Tours4Mobile is re-inventing audio tours with their new app bursting with images and location-triggered narration, providing a virtual tour by a local expert that explores some of the most intriguing areas of New York City.*

Just in time for the Summer travel season, Tours4Mobile has added a new app to their offering of 200+ worldwide professionally written and curated digital tours. Visitors and locals alike can use these apps for exploring NYC as well as many other cities. For *any* traveler in an unfamiliar setting - these apps include the latest location-triggered audio features. Local experts who are professional travel writers have provided the narratives for these walking tours, which differ from other products because they include pictures throughout, and an average of 100 POIs (points of interest) per tour, much longer than most any others on the market.

Emmy Award winning TV Host Mark DeCarlo, reflecting on their impact recently stated, "Tours4Mobile did for audio tours and guide books what TV did for radio - added pictures."

Author Geoff Woliner is a fun and informative guide. He is also an in-demand speaker, a highly successful training consultant, and an award-winning comedian who knows and shares an insider's view of the area, including:

- Introduction – Welcome to Downtown Manhattan
- Battery Park: The Beginning of New York
- Wall Street: New York’s Financial Empire
- Ground Zero: Tragedy and Rebirth
- St. Paul’s Chapel and City Hall: Prayer, Power and Pageantry
- Fulton Street and the South Street Seaport: The Heartbeat of New York

Company Founder Marie Profant elaborates about their history: “We created the first cross-platform guided tours; first for iPods, then eBooks, and now we have the largest selection of destination tour guides for mobiles. Before we started the company, our friends who took audio tours often argued about which building the narrator was referring to, so we decided to solve that problem. With the launch of our platform a VP at Lonely Planet said, ‘You have done what we’ve been trying to do for 10 years -- bring travel writing into the digital age,’ referring to our mobile-friendly platform for tours. The visuals allow people to preview and better plan where they want to spend their valuable time and money. At the destination, they know what the narrator is talking about, and virtual travelers can transport themselves there as well. Based on this concept we have sold thousands of tours, both narrated and in QuietGuide® format – which is like an eBook but with tons of images and interactive maps. Now, by adding location-aware features, we’ve made the tours even more convenient: you don’t need to tap or click a thing to start the narration. As we like to say, it is ‘as smart as your new mobile device.’” The new tours include enhanced interactive maps, and don’t require a specific sequence of POIs.

The travel industry is experiencing major activity in the Tours and Activities arena in that these are largely untapped opportunities for adding more options during the reservation/booking process. Profant notes, “Tours4Mobile is an on-demand complimentary product, perfect for the B2B environment as we provide travelers with unique experiences on their own schedule, and the tours can be integrated into any eCommerce strategy.”

The new app is available in the Apple and Android stores for \$5.99 each. Look for more Tours4Mobile with real-time navigation powered by iApp Tours, in the coming weeks.

The Tours Include:

- Easy to follow tour paths with directions on where to begin and end. Stop and start anywhere you like.
- Tour Zones – fast map panning and overview of the tour via the zoom feature.
- Visual Audio Zones – you can see when the audio will be activated. No guessing where and when you can expect audio.
- Directions – you can get real-time directions from your current location to any POI in the tour.
- Download it now and use it. No reservations, no sign-up process or subscription fees.
- Offline interactive functions so you can preview your tour.
- No annoying ads.

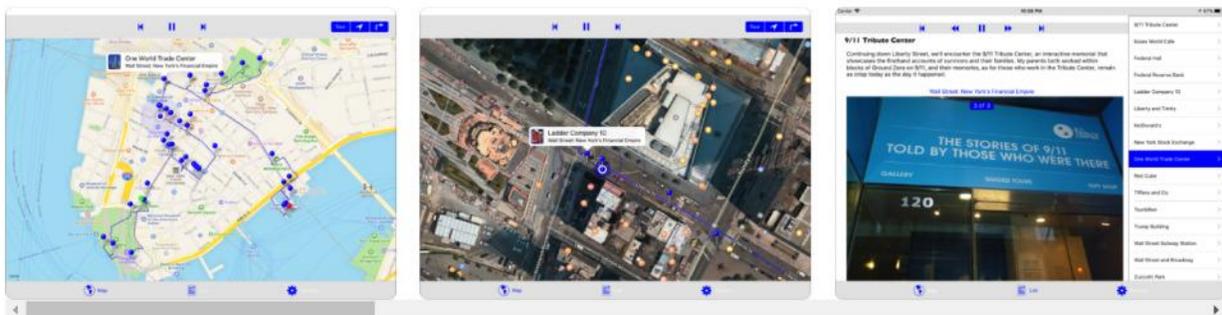
Find this app: [New York City Guided Tour of Downtown Manhattan](#)

Look for the Apple and Android logos, and click to explore, and download.

Media: Contact us for a free copy of the app for your review; [admin@tours4mobile.com](mailto:admin@tours4mobile.com)

## App Store Preview

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## Description

Geoff Wollner makes is a fun and informative guide; he won't let you down!

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