

## **The Mobile Guide – the perfect guide for your event**

The Mobile Guide is the 21<sup>st</sup> century answer to the old fashioned event programme; no more carrying around booklets! Specifically created for your event, the Mobile Guide makes it easy to check the line up, the site map, entertainment schedule and biographical information at any time, anywhere. It is little wonder that the Mobile Guide was nominated for the 2006 Popkomm-IMEA (Mobile Music & Entertainment Innovations).

### **What is it?**

The Mobile Guide is a Java based software application that can be downloaded on almost any phone with a colour screen. Replacing the traditional magazine-style event programme the Mobile Guide is packed full of essential festival / event information including a detailed map of the festival site which uses the phone's cursor to zoom in & out and to click on area-specific icons to get information on that particular area. Other essential event information such as band's stage times, artist biographies, sponsor's information and even a customised game can be included on the Mobile Guide. The end-user can even choose selected artists to create their own bespoke festival time-table; when used with the in-built date & time synchronisation facility, the Mobile Guide will alert the end-user when the selected performances are due to take place.

### **When to use it?**

This application is the one-stop solution for every event that has timetables, line-ups and multi-arena sites or any venue that needs to communicate 'map-based' information to the public. The technology can be custom made and custom branded. The Mobile Guide is a must have application for *pop festivals, film festivals, sports events, business markets, theme parks, museums, municipal & cultural events and airports (Amsterdam Schiphol Airport will introduce the Schiphol Mobile Guide during the first quarter in 2007), train stations, shopping malls and city tourist information.*

Downloadable weeks before the event if required, the Mobile Guide will let the end user plan their event experience prior to their arrival and share information with their friends. The Mobile Guide is of course downloadable during the actual event as well.

### **How does it work?**

Send a text/sms with (e.g.) 'EVENT' to 1234. Receive a text/sms with a link. Click on it and download the Mobile Guide to your phone.

#### **OR**

use a web trigger on the event website: visitors can leave their mobile numbers and then receive the text/sms with a link. Click on it and download the Mobile Guide to your phone.

### **The Advantages of the Mobile Guide:**

Independent of networks:

once you have downloaded it, it will stay on your phone for ever

Therefore cost efficient for users:

the only costs for the users are the regular fee for a text/sms, and the costs of the data traffic while downloading

Unique and innovative sponsor opportunities

Date and time synchronisation

Environment-friendly – no waste paper or associated litter picking costs

Always within reach, and readable, even when it's dark

Free game

**Connectivity**

Receive real-time updates within application

Links to event related content portals

Location based/Time based advertising

Exclusive content during event, only available to visitors of that specific event

**Mobile Guide Showcase @ Lowlands 2006**

Lowlands 2006 (Promoter: Mojo) was the Mobile Guide's launching partner.

Of the 50.000 festival visitors, 50% were aware of the Mobile Guide.

The total number of downloads was 8.500 of which the majority were activated prior to the actual event. A survey carried out by Mojo at Lowlands shows that those who downloaded the Mobile Guide used it almost exclusively as their source of festival information.

**Mobile Guide Showcase @ Schiphol Airport**

The Schiphol Mobile Guide is made to show you a detailed and interactive map of Schiphol Airport. With the keypad you can navigate over the map and find out where certain points of interest are. If you don't know exactly where you are, click on Starting Point and choose the area you are in. This will put you on the map in that area. The Search and Places A-Z buttons can help you find places on the map. By clicking on a Stairs icon you will see what is on the next floor.

**Other clients are:**

Media Expo in cooperation with Sanoma Publishers,

AutoRAI 2007 in cooperation with Pioneer and Radio538.

**Upcoming projects summer 2007:**

Gurten festival, St. Gallen festival and Frauenfeld festival in cooperation with Swisscom.