

# How to create your multimedia stories?

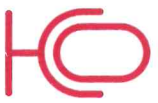
Creating a guided multimedia tour for your museum and/or city has never been easier. Log in to our user-friendly Content Management System (CMS) and create your audio guide in just a few steps:

# What is izi.TRAVEL?

izi.TRAVEL is an interactive storytelling platform that connects visitors to art, museums, cultural institutions, and tourism organisations around the world.

Accessible on the web and directly from all mobile devices, the izi.TRAVEL app offers multimedia tours of indoor and outdoor sites, reinventing travel as a cultural experience.

izi.TRAVEL is free and open. Cultural and tourism professionals as well as travellers have free access to the izi.TRAVEL platform for creating and publishing their multimedia stories, and sharing local culture.



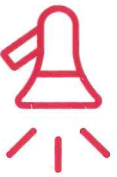
## 1. Record

Record your audio stories using your own devices or with the help of experts.



## 2. Publish

Enrich your audio files with images, texts, videos and even quizzes. Test and publish your tour. See it appear instantly on the app.



## 3. Promote

Reach the right visitors by promoting your new mobile tour on the site and on other social media channels. Need inspiration? Take a look at our promotional toolkit.

Available on the  
**App Store**

GET IT ON  
**Google play**

Download from  
Windows Phone Store

**izi.**

Find out more on [www.izi.TRAVEL](http://www.izi.TRAVEL)

# We make it 'izi' easy

# Please your visitors

# Join a robust network



## Focus on content

izi.TRAVEL offers free, leading technology to seamlessly create engaging multimedia tours – allowing you to invest your time and resources in creating inspiring multimedia stories. Do you already have an audio guide? Upload it into the izi.TRAVEL app and get even more exposure.



## Maximum Flexibility

With izi.TRAVEL's CMS you can effortlessly create, change and enrich your audio guides. Add dynamic value by combining permanent and temporary exhibitions to captivate more visitors.



## Customised content

Create special stories for every visitor. Use multiple languages and customise each tour with different story angles, quizzes, images and videos that result in a memorable experience for everybody.



## Unlimited space

Good stories require quality materials. That's why izi.TRAVEL offers you unlimited data storage – with permanent ownership rights to your content.



## No rental fees

The izi.TRAVEL app is free and runs on iOS, Android, Windows Phone and Google Glass. This enables the majority of your visitors to use their own devices to enjoy your stories.



## No roaming charges

Visitors can use your WiFi to download the app and access your multimedia tour. Stories can be experienced both in online and offline modes.



## Seamless exploring

The izi.TRAVEL app is enriched with GPS, Maps, QR code reader and a multilingual interface.



## Social interaction

Visitors can favourite your exhibits and stories on their social media channels, sharing the content they like directly through the app.

izi.TRAVEL connects travellers directly to experts of museums, cultural and tourism institutions.

You will not only attract new visitors to your organisation with high quality content – but uploading your multimedia guide onto the free app will add you to this powerful network.

In addition, with izi.TRAVEL you can always count on the support and expertise of a multilingual team of professionals operating throughout Europe.

100% free. 100% easy. That's the izi.TRAVEL app.

Find out more on  
[www.izi.travel](http://www.izi.travel)



# izi. TRAVEL

the storytelling platform

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DOWNLOAD the free izi.TRAVEL app