

Mobile & Main Street



Every town has stories to tell

Every visitor has a favorite way of paying attention

Narrated cell phone tours appeal to those who prefer to listen rather than read

Consider Adding Narrated Cell Phone Tours to Your Promotion Mix!

Benefits for your Main Street organization (or museum or historic site):

- Eases recruiting and training volunteer docents
- Relatively inexpensive
- Easy to implement
- Even easier to modify
- Detailed reporting shows which attractions visitors find appealing
- Can adapt existing walking tour scripts or brochures for recordings
- Tell your story without requiring the visitor to actually be at the location
- Opportunity to arouse greater interest in seeing attractions up close
- Enables wide range of creative effects with recordings
- Collect feedback to find out what your visitors are thinking
- No need to buy/inventory/check out/check in/repair/clean special devices

Benefits for the visitor:

- Already has a cell phone and knows how to use it
- No cost to the visitor (unless on a restricted cell phone plan)
- Can listen from any phone, anywhere, any time
- Doesn't have to be somewhere at a certain time for a scheduled tour
- Can tour at his/her own pace
- Can adjust the volume to hear comfortably
- Can use the speaker phone so companions can hear, too
- Can repeat if something is missed
- Can ask questions and provide feedback



Audio Tours

Guide by Cell turns cell phones into interactive audio guides. Record over the phone or upload audio to create your tour. Visitors use their cell phones to hear audio content and interact. Our mobile web service (MOBI/WAP) can deliver photos and videos. Repurpose content and view detailed reports about visitor behavior.



Text Messaging

Create text message content easily using our 24/7 web-based admin platform and SMS application service. Your visitors can send a text into our system and receive information back as a text. Interact, play games, deliver links, collect email addresses and feedback, and establish dynamic relationships.



Smartphone Apps

Our Smartphone application service allows you to create an innovative multimedia experience with video, text and narrated visuals. We will create a customized application specifically designed to share your messages in an interactive platform with your audience. Raise money by selling the application.



Mobile Giving

Our division Give by Cell expands your fundraising efforts. Visitors text in to donate right over their phone! Weave mobile giving into your cell phone tour or use as a standalone service. Convert an untapped younger audience into regular donors

For More Information, Contact:

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Technology Provided by:

Guide by Cell™

The world's largest provider of mobile technology to historic sites