



IZI.travel

The storytelling platform

Storytelling and multimedia

Intro video

Our Belief

We believe that every museum should be able to create their own stories.



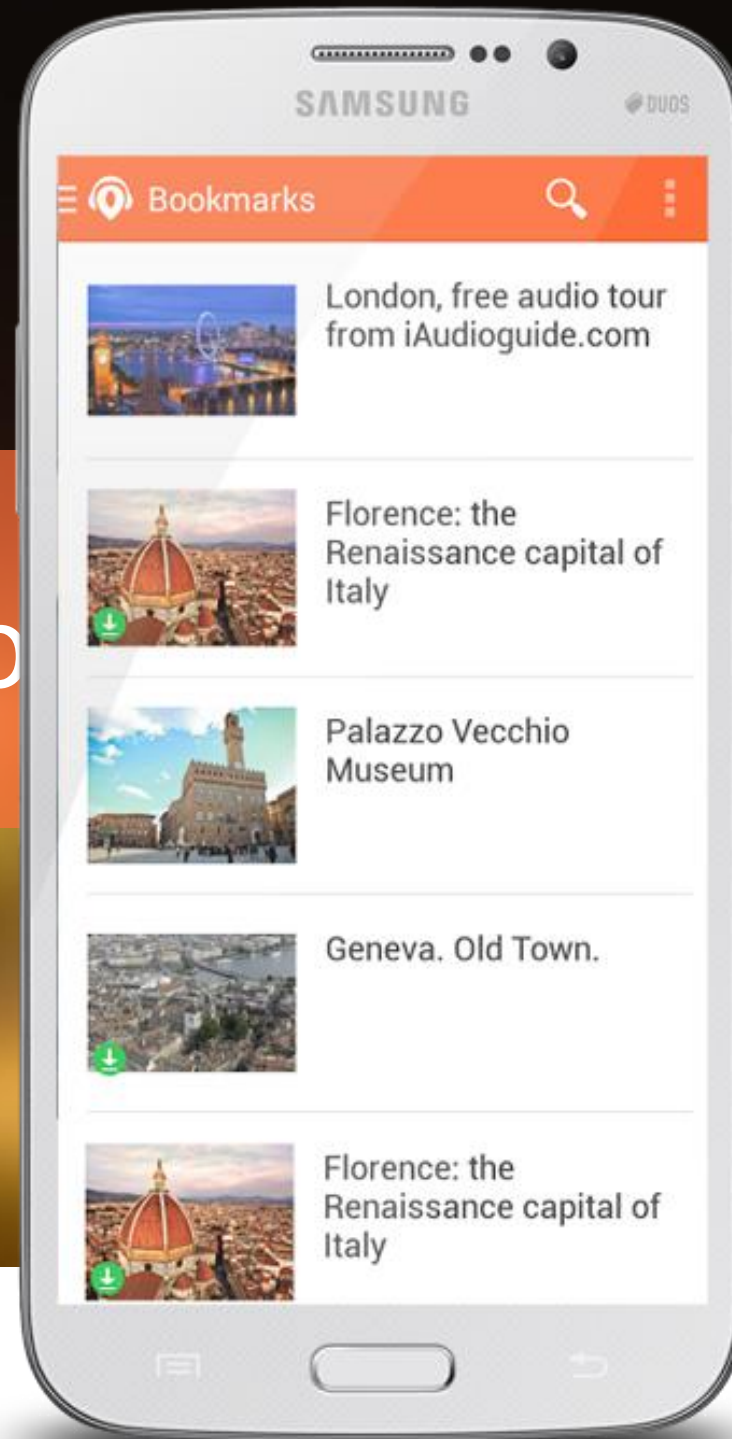
And tell them to anyone, anywhere, without technological barriers.



It's easy, fast and free!

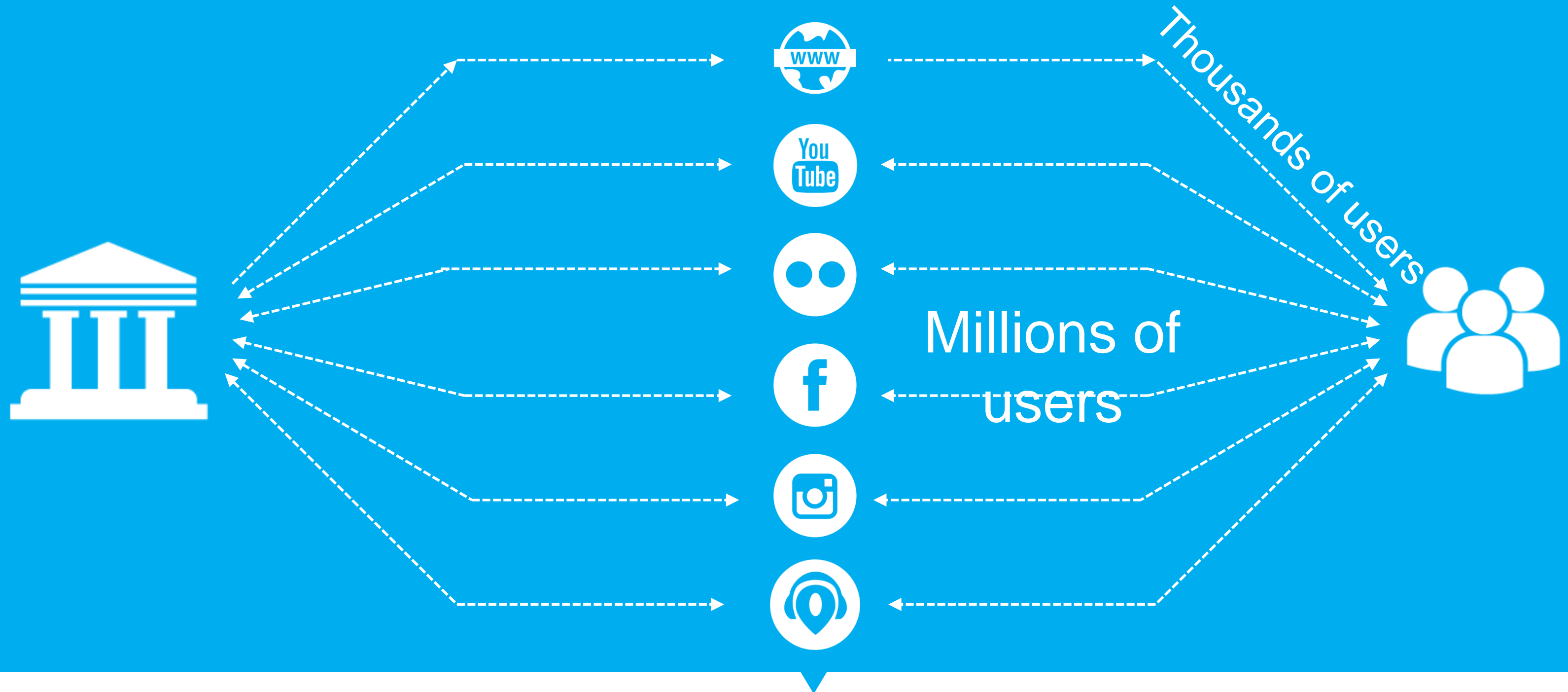
How to create an audio guide in your museum?

Buy or develop your own App



...or use free and open storytelling platform

What is open platforms?

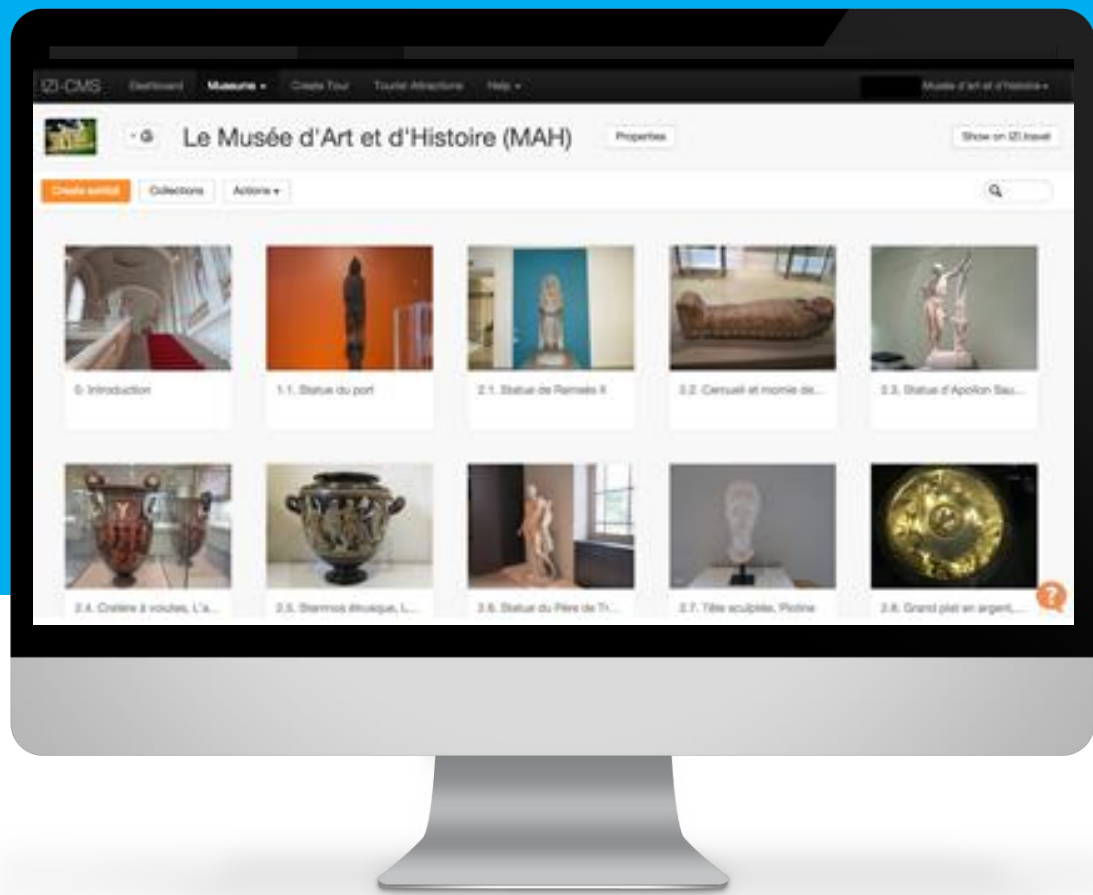


Mobile audio guide is just another platform – the

The open audio guide platform

Content management
system (CMS)

Multiplatform mobile
application



For museums and cities

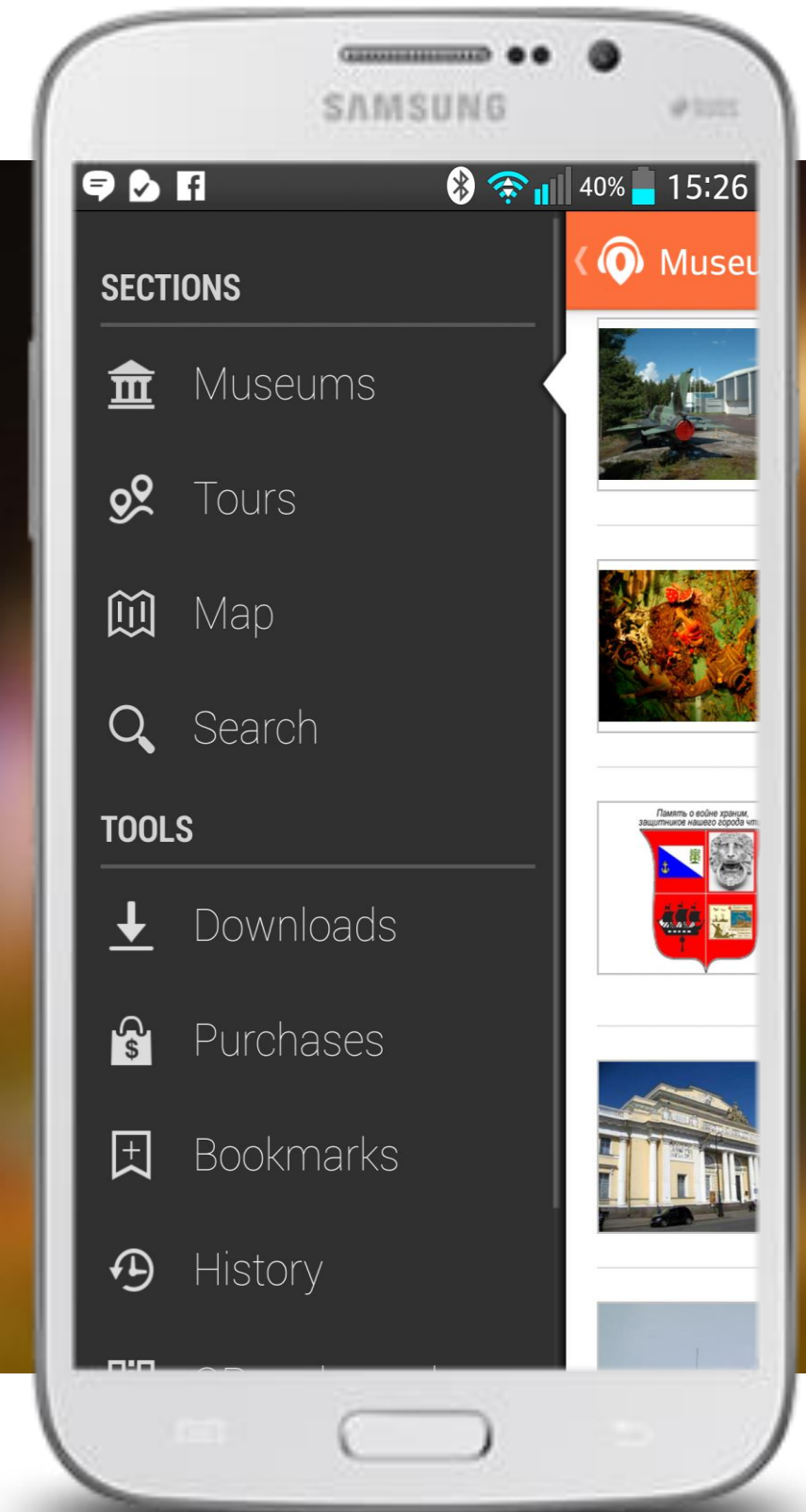
To create stories and measure usage

For visitors

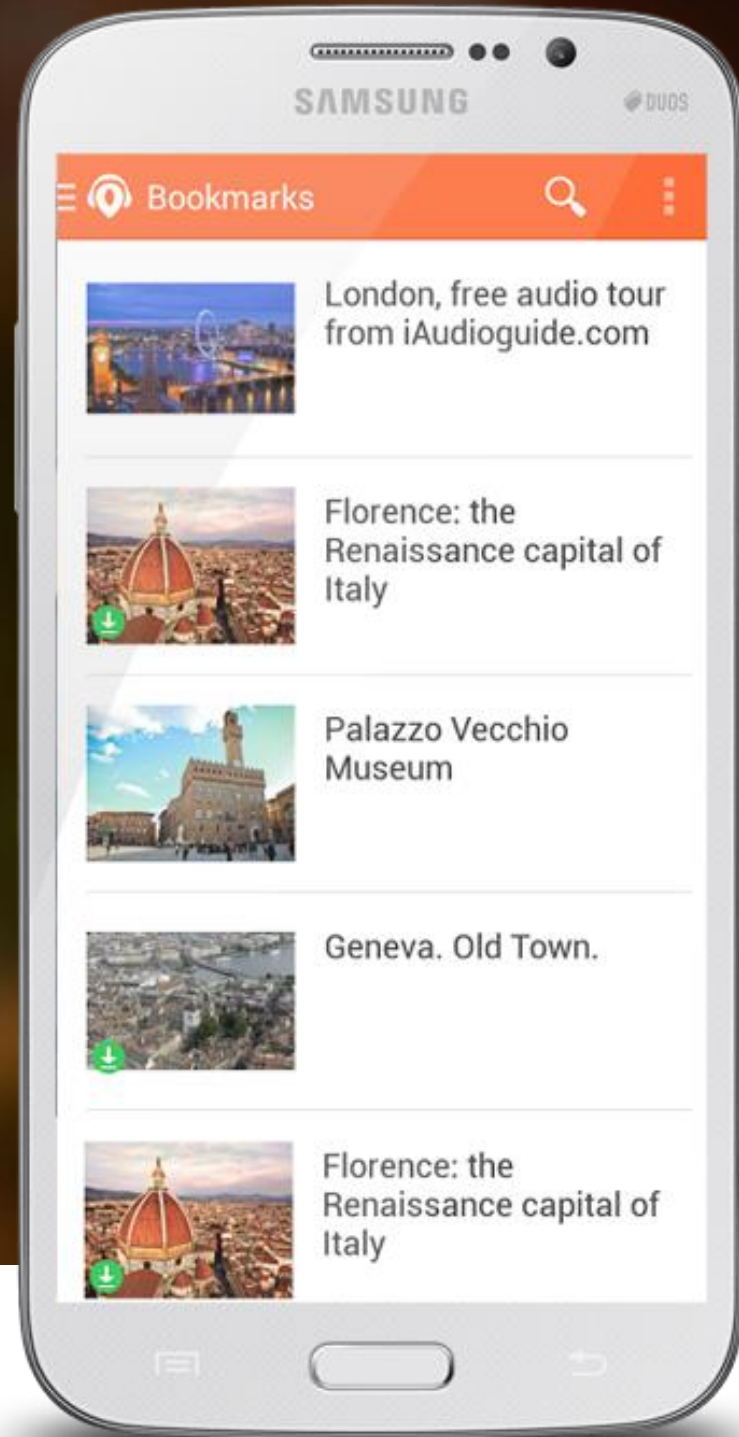
To enjoy the experience

Features: what do we need?

- Multiplatform
- Online/offline
- GPS autoplay
- Multilingual
- QR codes
- Sharing
- Statistics
- FREE



Why is it easy ?



Open and free platforms
simplify audio guide projects

significantly



Technical



Financial



Usability



Organizational

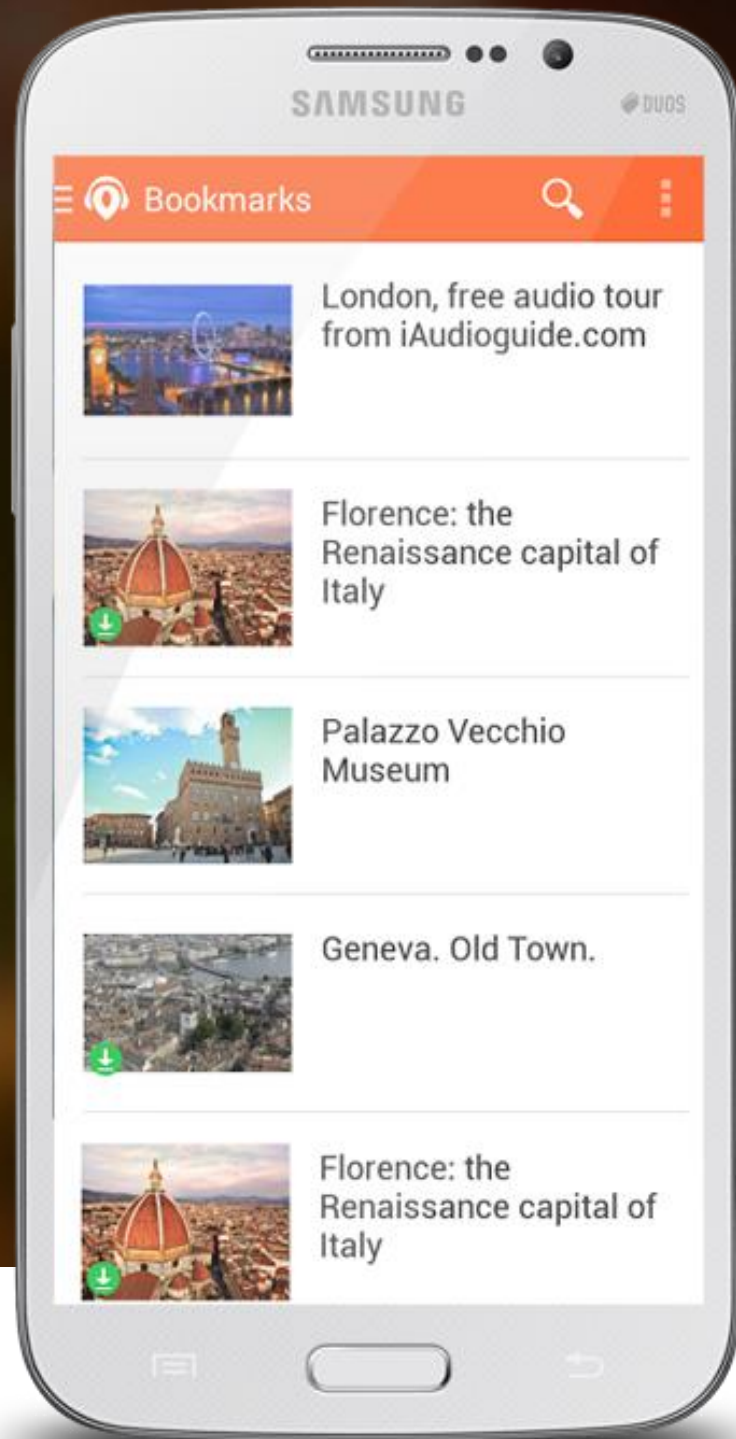


Content Quality



Technological Transformation

Stories do not change –
only the way we tell them



1887



1963



1982



2001



2006

Content should outlive any technology

Why good stories matter ?



Good stories:

- Are relevant to the listener
- Have a purpose
- Trigger emotions
- On the right time and place
- Have a good

storyteller

Storytelling is the most powerful way to touch ones
deepest emotions

Successful examples of self made audio files

Successful examples of self made audio files

Successful Example : Geneva

All 4 museums and the Church mutually invite visitors with cross-references in the app

A guided tour invites travellers to visit museums on the route



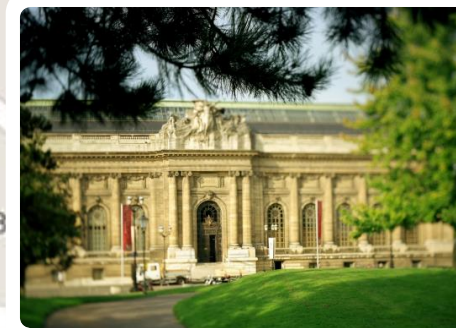
Historical Museum



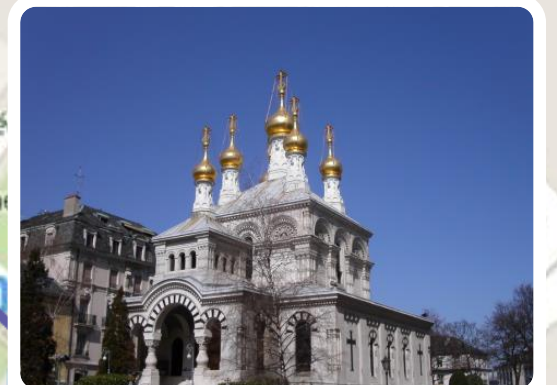
Barbier-Mueller museum



City museum



Art Museum



Russian Church



Anne-Joëlle Nardin, Assistant Director, Barbier-Mueller museum, Geneva:

We are a unique museum in Geneva. After publishing our audio guide more tourists began to visit our museum. In the Old Town tour people learn about us and come to visit.

Statistics



300
Museums



700
City
Tours

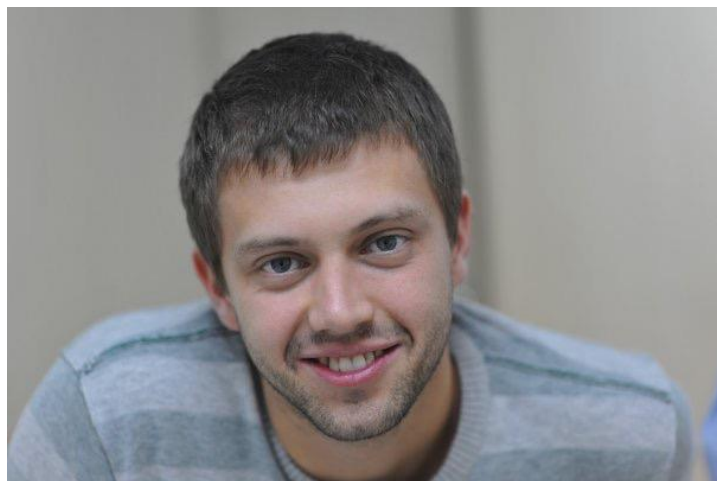


15000
Stories



10000
Users

500000 stories



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THANK YOU

FOR YOUR VALUABLE
TIME

IZI.travel

The storytelling platform



Discover our tours
and museums on
<http://izi.travel>



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the free IZI.travel
app