

“OK Glass, start a tour”: GuidiGO is selected first Glass™ Certified Partner for Museums and cultural sites

NEW YORK—June 19, 2014—Audio guides have dominated museum enjoyment and education since they were first introduced in 1952. GuidiGO for Glass marks a major technological breakthrough and will be the turning point for visitor experience in museums and cultural sites.

Google just announced that it has selected GuidiGO for its Glass at Work program. Museums and cultural institutions who wish to offer Glass to their visitors, now have access to a turnkey solution. This cutting edge solution enhances the visitor’s connection to artwork with amazing, multidimensional storytelling, bringing the museum experience to a whole new level.

Over the last 6 months GuidiGO has conducted several successful pilot programs with two major museums on the West Coast - an Art Museum and a Science Center, working closely with curators, education and visitor departments to create the most advanced intuitive Glassware.

Designed to be nonintrusive, GuidiGO for Glass offers a revolutionary learning experience for museum visitors, without interfering with the works of art. Images and videos automatically appear at the most appropriate times during the narrative audio, visual cues allow them to discover what is invisible to the naked eye, image recognition identifies the artwork and automatically launches the right content. In addition to image recognition, GuidiGO for Glass provides indoor navigation and positioning, enabling visitors to enjoy a tour without worrying about where to go next... and, of course, totally, hands free!

“GuidiGO Glassware is not just a variation of the smartphone and tablet application” points out Damjan Stankovic, Head of User Experience at GuidiGO, "We have completely redesigned our solution to take advantage of Glass features and the specific needs of visitors. Via our platform, and with no technical skills, every museum and cultural site can now easily publish their existing content, automatically optimized for Glass."

Indeed, one of GuidiGO’s major strengths is that it offers any cultural institution the opportunity to create immersive guided tours for Glass at the speed of light. GuidiGO Studio, the online publication tool, assembles existing content - audio, images, videos, maps - and avoids lengthy and costly technological creation and development. "The museums that participated in our pilot program were surprised, not only by the ease of use of GuidiGO Studio, but also by the autonomy that it gives them," continues David Lerman, CEO of GuidiGO. "Being able to test out a tour which has just been created, directly, in the Galleries, and then tweak it again and retest it, in less than 15

minutes, provides a productivity edge that has impressed the museum management and their teams."

The new voice command "Start a tour", specifically requested by GuidiGO, will now appear alongside the already famous "Take a picture" and "Get Directions".

GuidiGO will soon be available through MyGlass. This means museums and cultural sites will be able to access the Glass technology and make it available to their visitors without writing a single line of code. "One of our main objectives is to make art and culture more appealing to the greatest number of people," says David Lerman. "We believe that GuidiGO for Glass can contribute to this greatly by giving museums and cultural sites the ability to offer more emotions to their visitors."

Museums and cultural sites who wish to make their tours available for Glass Explorers can do so, free of charge, with a standard plan. Museums wishing to offer Glass to their visitors can choose from various licensing options.

To learn more about GuidiGO for Glass, please visit : <https://www.guidigo.com/Glass>

About GuidiGO

Launched in 2012 with offices in New York and Paris, GuidiGO has developed a publishing platform for creating next generation guided tours on mobile devices. GuidiGO's mission is to inspire people to connect with art and culture, through compelling storytelling made by curators and local guides.

Press Contact

Corine Barbazanges

GuidiGO - www.guidigo.com

press@guidigo.com

+19177203764

twitter: @GuidiGO_app