

## Informap buys izi.TRAVEL, world's No. 1 Travel Audio Tour Guide platform

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Informap, leading location service provider operating in the UAE since 2002, has acquired IZI TRAVEL App and IZI.TRAVEL story telling platform from the Dutch company Iziteq BV.

Founded in 2011 by a team of Dutch innovators, izi travel App plays location driven outdoor and indoor audio stories. Tourists can listen to audio tours while enjoying the natural beauty or seeing an exhibit in a museum. "It is like having your personal guide; telling stories of each tourist place or exhibit in your ears and showing pictures and stories relevant to that context. Both the App and the platform are absolutely FREE. The platform allows Tour enthusiasts and tour agencies to publish their own high content high quality tours. They can earn an income if their tours become popular with tourists who listen to their audio tours. *Izi travel app saves tourists from downloading each city app.*

With 4 million plus app downloads and 2.5 million plus audio stories played each month, izi.TRAVEL has the largest collection of 5000 audio tours covering mainly Europe, Russia and the United States that has the largest number of Tourist arrivals. These tours are **trusted by:** Anne Frank House – Amsterdam, The Phillips Collection - Washington, DC and Musée des beaux Arts de Lyon – Lyon.

Mr. Ummer Sahib, Director of Informap, responsible for izi.TRAVEL acquisition says: "Today's Tourist buys an air ticket + hotel online and use Google maps to reach the tourist attraction. *Then they get lost!* They spend their time scrambling through paper guides, books and exhibit texts, desperate to listen to the story. They can hardly enjoy what their eyes see! There is no one to guide them or tell the stories of what they are seeing, whether it is an outdoor or an indoor exhibit. This is where Izi.TRAVEL App comes handy. It plays the story through location centric auto triggers and fills your ears with Audio stories thus complementing what your eyes see. Izi travel app starts where Google map ends."

Tour stories have come a long way from Tour guides to machine guide and izi travel app is the logical extension in this age of smart phone app to listen to stories, facts and figures. Just download the tours and listen offline if you have no internet access.

Currently there are very little tours for Asia, Middle East and Africa. Mr. Sahib explaining Informap's strategic interest to acquire emphasized that Informap acquired izi travel platform with the specific aim of adding over 5000 audio tour content for the AME region within the next 2 years. Informap already working with a number of Indoor mapping projects would like to integrate indoor map with blue dot to trigger stories of the exhibit in museums and indoor attractions. Informap is open to hold FREE workshops to interested tour agencies and museums to create their own audio tours and upload them in the izi travel platform with their own ownership and copyrights. Informap invites tour agencies to benefit from the tour platform to publish free guides for their clients to enjoy listening to the story telling app. Informap also undertakes audio guide creation projects as a service.

**Download izi.travel, your personal AUDIO TOUR GUIDE and HEAR what you see!**

