Detours don’t last long

This PDF won’t be here for long. But for the next few days, while we’re making improvements to VoiceMap’s website, it’s the best overview of how we work – other than speaking to us of course. To do that, send an email to hello@voicemap.me. We’ll get back to you as soon as we can.
Contents

What? Slides 3 to 9
Podcasts that move with you

How? Slides 10 to 14
Distribution, content services, and pricing

Why? Slides 15 to 20
The power of immersive storytelling
VoiceMap makes your story immersive

Podcasts that move with you, telling stories about what you’re seeing right now

Average Tour Rating: 4.6/5 (6,142 ratings)

200+ cities
600+ tours
17,000+ locations
It’s definitely an improvement on guided tours

<table>
<thead>
<tr>
<th>Guided Tours</th>
<th>VoiceMap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inflexible schedules</td>
<td>Available on demand</td>
</tr>
<tr>
<td>Limited availability</td>
<td>Works offline on user’s own device</td>
</tr>
<tr>
<td>Fixed labour costs</td>
<td>Low unit costs go down with volume</td>
</tr>
<tr>
<td>Variable quality</td>
<td>Everybody hears the same story</td>
</tr>
<tr>
<td>Stop to listen and move slowly</td>
<td>Users go at their own pace and listen while moving</td>
</tr>
</tbody>
</table>
But it’s a lot more than that too

VoiceMap’s Collaborative CMS

- Browser-based publishing tool
- Easy, seamless updates via VoiceMap API
- Converts distances into talk times and word counts for seamless playback
- Get support from experienced audio tour script editors and sound designers

➔ 10 languages currently supported, and new languages can be added easily
➔ Outdoor and indoor tour players
➔ Outdoor tour player includes automatic GPS playback and can be used for walking, cycling, driving, train and boat tours
➔ Full offline functionality, including offline maps
➔ Locations can optionally include photos, 360 videos, AR objects and other media types
➔ Music locations that loop and fade under voice locations automatically
➔ Bearing-sensitive playback, so a location might only play when user is travelling east to west, for example, but not in the other direction

➔ User tested: 125,000+ app installs
➔ Highly discoverable: 1st search result for most related keywords, inc. “audio tour” and “audio guide” in US, UK and ZA App Stores
➔ App Store Editors’ Choice: 77 countries
Walking tours

“ Took this tour last year and it was one of my favorite days in London! Visiting again soon and I’ve made sure to tell all of my friends about it. A must do!”

Review of Theatreland with Ian McKellen (Click left for video)

➔ Easy navigation sorts tours by proximity to user, with filtering by rating, language, and transport type
➔ Automatic playback accurate up to 5 metres / yards
➔ All assets including geodata, map, audio and other media are downloaded before starting, allowing full offline functionality
➔ Tours typically follow a sequential, set route, and include audio navigation
➔ But tours with no set route are possible
Driving tours are normally longer than walking tours, with less stopping and more silence along the way, as well as a greater emphasis on clear navigation.

This is why the VoiceMap player displays the time and distance to the next location.

An audio alert also plays if users go in the wrong direction.

Trishaw Uncle uses bearing-sensitive playback and music locations for a hop-on, hop-off city tour that follows no set route.

African Eagle uses VoiceMap for full-day minibus tours.

“Illuminating experience just like being taken around by an informed and engaged local resident”

Review of *Dividing Lines* in Kansas City
Augmented reality and 360° videos

AR objects and 360° videos are opened from the player screen.

Detects flat surfaces and places 3D objects onto them.

Displays geolocated signboards with text and web links.

Takes augmented selfies using native Apple and Google APIs.
Indoor Tour Player

When users begin a tour, the first location’s audio starts playing.

Five seconds before audio finishes, the image on screen changes to show the next location, and directions to it appear in the player or as in-app notification if the screen is off.

User makes their way to the next location.

When user taps on play button or "I am here", the next location’s audio starts playing.

INDOOR TOUR PARTNERS

Groot Constantia Wine Estate

Apartheid Museum
Tour distribution options: public or private, free or paid

Mobile Apps
- Free, lightweight iOS and Android apps with 3 playback modes: tour start, resume, at home
- Easily discoverable in the App Store and Google Play: search rank, category rank, featured
- In-app purchases with lifetime access via multiplatform VoiceMap account

Web
- Audio and scripts accessible at voicemap.me
- Payments using Braintree (Paypal) sync with mobile apps automatically via VoiceMap account
- Highly ranked domain and landing pages (SEO)
- Dashboard with live download, royalty and coupon reports

Coupon Codes
- 8 digit alphanumeric codes, e.g. “1sample2”
- Distribute them for free or sell them
- Use them to keep tours private / unpublished
- Make 1 code valid for any number of copies or generate unique codes valid for only 1 copy
- Redeemable in-app from the main menu. Just select Tour Codes. (Try it with 1sample2!)
## Annual hosting fees for free tours

<table>
<thead>
<tr>
<th>Downloads</th>
<th>1,000</th>
<th>5,000</th>
<th>15,000</th>
<th>100,000</th>
<th>100+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum per year for all tours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual Fee</td>
<td>$620</td>
<td>$1,570</td>
<td>$2,765</td>
<td>$5,720</td>
<td>N/A</td>
</tr>
<tr>
<td>USD</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost per download</td>
<td>$0.62</td>
<td>$0.31</td>
<td>$0.18</td>
<td>$0.06</td>
<td>$0.89</td>
</tr>
</tbody>
</table>

*Coupon codes only*
Sales processed by VoiceMap

➔ 50% royalty after payment processing fees
➔ Payouts via Paypal or bank transfer
➔ Track sales by month and channel with live royalty reports, like the sample above

<table>
<thead>
<tr>
<th>Payment Type</th>
<th>In-app</th>
<th>Web</th>
<th>Tripadvisor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fees</td>
<td>30%</td>
<td>$0.50 + 1.5%</td>
<td>20%</td>
</tr>
</tbody>
</table>


Sales processed by publisher

➔ Sell coupon codes pre-purchased at hosting fee rates
➔ Take payment on-site or online
➔ Bundle with entrance fees, transport costs, etc.

<table>
<thead>
<tr>
<th>Seller</th>
<th>VoiceMap</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publisher earnings on 1,000 copies at $4.99</td>
<td>$620.00</td>
<td>$4,370.00</td>
</tr>
</tbody>
</table>
Tour production services

If you lack the capacity or expertise to create your own tours, our editorial team will work with you to tell a story that reflects your voice and identity.

Our developers will also work with you to develop custom features, if you need something special for your tours.

Planning
The ingredients of a perfect tour
1. A route with a few surprises
2. A narrative that develops, establishing context early on and expanding on it later
3. A climax that brings things together at a particularly captivating location
4. An authentic narrator

Production
The spoken word, in the here and now
1. Entertaining, not comprehensive
2. Clear directions at the right time
3. Each location starts with a focus then zooms out to the general
4. Includes a perspective where appropriate, i.e. Ian McKellen
5. Audio without mistakes, breathing or background noise
6. Immersive sound effects and music

Testing
1. Testing with scratch audio prior to voice over recording prevents or at least reduces costs of re-recording
2. Tests performed with multiple devices under various conditions

Translation
1. Mobile app user interface already available in 10 languages: English, Mandarin, German, Spanish, French, Dutch, Portuguese, Italian, Russian, and Arabic
2. New languages can be added easily
3. No further testing is required for translations because we work with experienced translators and voice artists to make sure these match English audio times and directions
## Tour production process and fees

Pick and choose from our services, then do the rest yourself. Fully produced tours typically cost between $2,000 and $8,000, depending on requirements.

<table>
<thead>
<tr>
<th>Stage</th>
<th>Task</th>
<th>Fee</th>
<th>Average Duration</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
<td>Tour Design</td>
<td>$485</td>
<td>5 days</td>
<td>Detailed brief and summaries of all locations</td>
</tr>
<tr>
<td></td>
<td>Tour Mapping</td>
<td>$130</td>
<td>1 day</td>
<td>Map of tour with route line and all locations</td>
</tr>
<tr>
<td>Production</td>
<td>Script Writing</td>
<td>Local rates, per word</td>
<td>1 month</td>
<td>Completed to brief and outline by local freelancer</td>
</tr>
<tr>
<td></td>
<td>Script Editing</td>
<td>$0.10 per word</td>
<td>1 week</td>
<td>Edited for spoken word and location-aware playback</td>
</tr>
<tr>
<td></td>
<td>Voice Over</td>
<td>Starting from $135 per studio hour</td>
<td>2 hours</td>
<td>Recording of voice artists selected by clients</td>
</tr>
<tr>
<td></td>
<td>Studio Rental</td>
<td>Local rates</td>
<td>2 hours</td>
<td>Professional recording environment</td>
</tr>
<tr>
<td></td>
<td>Sound Design</td>
<td>$35 per hour</td>
<td>1 day</td>
<td>Addition of sound effects and music, excluding music licenses</td>
</tr>
<tr>
<td></td>
<td>Final Mixing</td>
<td>$35 per hour</td>
<td>4 hours</td>
<td>Audio editing to remove stumbles and breath noise, etc. Ensures consistent levels. Includes export and upload.</td>
</tr>
<tr>
<td></td>
<td>Scratch Audio</td>
<td>$55</td>
<td>2 hours</td>
<td>Creation of scratch (dummy) audio for testing</td>
</tr>
<tr>
<td></td>
<td>Testing</td>
<td>Local rates</td>
<td>4 hours</td>
<td>Testing with scratch audio to prevent changes after final recording, and prevent additional voice over and studio fees</td>
</tr>
<tr>
<td></td>
<td>Script Translation</td>
<td>$0.15 to $0.30 per word</td>
<td>2 weeks</td>
<td>Price depends on language</td>
</tr>
<tr>
<td></td>
<td>Voice Over</td>
<td>Starting from $135 per studio hour</td>
<td>2 hours</td>
<td>Recording of voice artists selected by clients</td>
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</table>
Why do 7 million people visit the Eiffel Tower every year?

Overrated
The Parisians were right in wanting this monstrosity taken down. But it's still raking in money! You will visit but it's nothing really special.

Boring
Sorry but the Eiffel Tower is tacky and uninteresting, no different to Blackpool tower. You can see it from almost anywhere in Paris, which sometimes looks good, but to actually go to it. Yawn yawn.

Stupid tower

Disappointed with the height
The queue was longer than the height of the monument. Having often been to Dubai I found the towers there much more impressive.
Because it immerses them in a story they already know: Paris

Eiffel Tower
Aviary of the world
Sing Sing

Bell-clang of Paris

The giant hanging in the void is a poster for France

On the day of Victory you’ll tell it to the stars

Vicente Huidobro, 1918  
translated by Eliot Weinberger
How do you make sure visitors know your story?

To tell a memorable story, you need **ATTENTION** + **TRUST**

but both are scarce, and every channel’s mix is different
“Smartphones are the new concierge. Over 70% of US travelers agree that they ‘always’ use their smartphones when travelling, up from 41% in 2015.”

Google / Phocuswright Travel Study 2017
Say hello to the invisible traveller

Travel apps make price comparison easy

But they also reduce contact with frontline staff – and in some cases eliminate it entirely

This makes it difficult for suppliers to tell their story and differentiate themselves

Which reduces their products to commodities, competing on price alone
It was by bringing underutilised, long-tail inventory online that Amazon disrupted retail, Netflix disrupted TV, and Airbnb disrupted hotels, etc.

In the tours and attractions industry, this process is accelerating because of overtourism.

This creates a time-limited opportunity for organisations to change consumer behaviour by using new, digital channels to tell their story and reimagine their products.
Key Team Members

Iain Manley  
CEO, Founder  
iain@voicemap.me
- 15 years of editorial experience
- Travel blogger since 2005
- 7 years of location aware audio experience
- Mandarin speaker
- Author of Tales of Old Singapore

Tao Nhu Dinh  
CTO  
tao@voicemap.me
- Independently developed iOS and Android apps with 1 million installs
- 9 years of Android experience
- Worked on over 100 Android applications
- Vietnamese speaker

Gary Morris  
Head of Production  
gary@voicemap.me
- 10 years experience in composition, recording and audio editing
- 7 years at NYC-based The Rumor Mill, a music production house
- Worked on Oscar-winning documentaries

Alex Parkhill  
Head of Marketplace Development  
alex@voicemap.me
- Engineer, program manager, and leader of project teams scaling to tens of millions of dollars
- Produced ‘The Heart of Vienna’ audio tour
- German speaker

Yao Zhao  
Head of Product for China  
yao@voicemap.me
- Clean energy economist (World Bank, UN)
- Master’s degree in economics from Johns Hopkins University
- Independent traveler, avid skier and diver
- Mandarin speaker
“Lost your travel guidebook? Can't be bothered to carry one around? No need to fret, a popular celebrity could be at hand. At least that’s the aim of VoiceMap, a cellphone application that offers personalized audio tours of cities around the world. In some cases, the guide could be a local journalist or knowledgeable resident. Gandalf himself, Sir Ian McKellen, has even created a tour for London's theater district.”

“We may be biased, but could there be anything more helpful than having a journalist in your pocket when touring a new city? How about a historian, a novelist or just a really passionate local? VoiceMap culls city-specific stories from them all and fits them neatly into walking tours.”

“High-quality self-guided walking tours...Narrated by local experts, they provide insight into corners of the city sometimes overlooked by regular guided tours.”

“STORIES THAT MOVE YOU
How 10 years of travel led to a storytelling startup
It’s about the storytellers”