



Otocast content grows 600% in first year, with over 1,000 downloads

Free mobile app for audio guides expands platform and grows content offering across North America

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/EINPresswire.com/ -- [Otocast, LLC](#), creator of the Otocast mobile app platform for interactive, narrated audio guides, has expanded its offering to include over 850 points of interest across the US and Canada. In June alone, guides have been added for Napa and Walnut Creek California, as well as Austin, TX, Hastings, MI, Stratford, CT and the Pyramid Hill Sculpture Park in Hamilton, OH. These guides offer a variety of information for art, architecture and historical content, with the majority of the audio provided by a first-person, authoritative source.

Otocast, available for free in [iTunes](#) and in the [Google Play](#) store, lets visitors explore and engage with local surroundings, with audio guides provided by "voices of authority" such as architects, historians and artists. Who better to

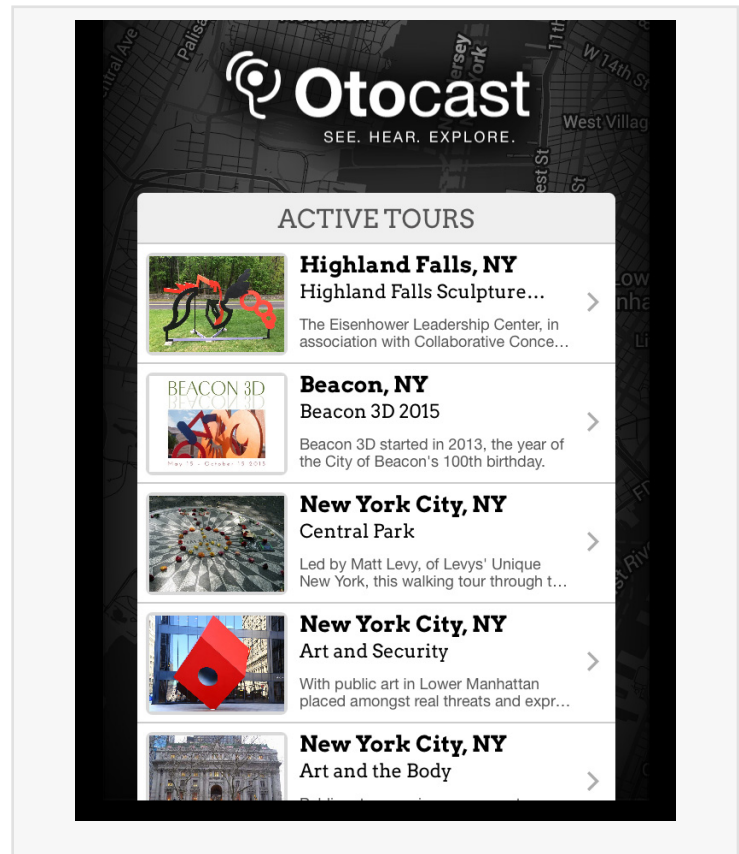
describe a piece of art, than the artist themselves? The engaging narrative creates a compelling experience that allows visitors to explore and discover more about the area, and encourages longer, and more meaningful visits.

Preservation Austin, whose mission is to promote Austin's diverse cultural heritage recently added 6 guides to the Otocast platform:

"Otocast supports all of our existing audio and visual content and is so streamlined that few changes were needed to make the transfer. It's really exciting and gratifying to see our historic neighborhoods alongside those in other cities, and as an advocacy nonprofit with a staff of two, it's a huge relief to know that all of our tours can be accessed in one place and that we won't have to worry about paying for updates with every new operating system. Plus they were incredibly easy to work with – we're so glad that they found us!"

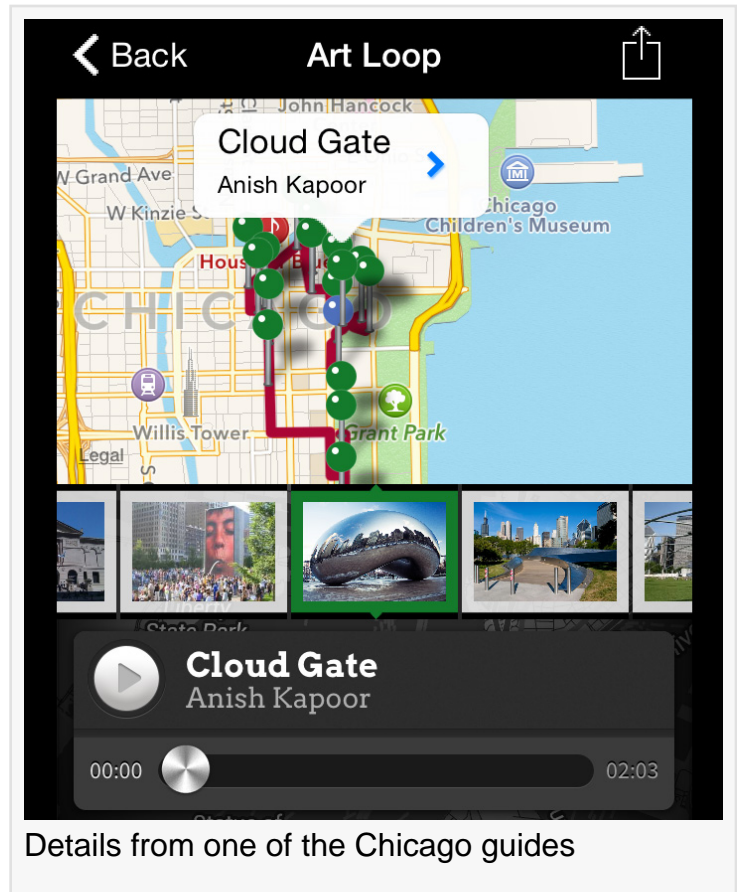
In addition to audio, Otocast offers directions, photos, social media sharing, and opportunities for local businesses to participate and encourage customers to pay a visit.

Eric Feinstein, founder and CEO of Otocast says, "We are immensely happy that cities large and small are seeing the benefits of working with Otocast. Every town has something interesting to share,



and with Otocast, they have an easy, affordable way to show it. And the geo-aware platform allows people to discover content that they might not otherwise find out about, no matter where they are in the world. It's really exciting to look at the usage and see, for example, that someone in Paris, France was taking a tour of the art and architecture of Hamilton, OH. It really broadens the scope and reach of what towns and organizations have to offer."

For more information on the Otocast app, or any of the guides, please visit them on the web at www.otocast.com, or contact them via email at: info@otocast.com.



Details from one of the Chicago guides

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