



PRESS RELEASE

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Vox Group has some exciting new technical innovations which they will be showcasing at the WTM London 2019.

Vox are the leader in audio solutions for tourism and culture and are also the best in the world at logistics – with 55 offices worldwide serving 15 million travellers on 27 million audio tours through 5,500 business partners.

Their technology includes tour guide systems, multi-media smart devices and native applications including POPGuide, Vox City and white-label solutions. ML, AR and VR are all new roll-out areas. They provide audio technology and listening devices for many of the world's biggest tour operators, as well as famous institutions such as St. Peter's Basilica in Rome, Chenonceau Castle, Palace of Versailles, Mont St. Michel, Belfast Cathedral and the Castle of Venaria, to name but a few.

Their latest digital tools are helping a whole range of businesses in the tourism and cultural fields in a variety of ways:

Museums & Galleries can cost-effectively engage and educate more visitors through an exhibit interpretation that is entirely flexible and updateable at any time. They can increase dwell-time and improve ratings, while delivering multi-lingual audio on demand. Playback can be manual or automated and the value of a great onsite experience combined with a branded take-home souvenir on their phone can help achieve exponentially positive levels of promotion.

Outdoor attractions like adventure parks or natural parks can use the technology in two ways – either via an interactive simulated 3D diagram or through geo-tagged maps using enhanced GPS functionality. In this process, the device uses cell towers to get a faster position lock, so it knows exactly where to look for satellites. It's technically called 'time to first fix' and is both fast and extremely accurate. Best of all, no cellular connection is needed to perform this function.

Shore Excursion operators are often trapped between massively increasing cruise arrivals and limited availability of local resources such as buses and guides. Nowadays you can create hybrid

itineraries - part self-guided using apps and part locally guided, increasing capacity at a stroke and giving visitors the opportunity to personalise their onshore experience. Some cruisers take no excursions at all, so these are perfect customers for a full city self-guided audio experience with unlimited tours by foot or public transport.

Tourist offices can welcome, connect with and influence visitors through audio, improving tourism flows to the benefit of visitors and locals alike. As the tourist rush begins, walking routes can cleverly move people out from the centre to suburbs or areas seeking tourism development. Instead of lines of people waiting for a midday tour in Russian or Japanese, users can self-guide in their own language and enjoy the city at their own pace. And it's easy to create speciality tours like young explorers, market experiences, pub tours and artisan experiences.

Bus tour operators can increase yield and raise load factors by providing unlimited Hop-Off walking tours that begin and finish at stops around their routes. Getting passengers off the bus more often allows seats to be resold multiple times over, thereby increasing core revenue. It also cuts the cost of additional guiding services, reduces wait times at pinch-points and thereby improves all important customer ratings. There is no capital expense and the cost is minute relative to profit potential.

About Vox

Vox Group is the leading provider of audio guiding devices and digital tools to tourism and culture.

Our tour guide systems, smart travel solutions and multimedia technology are key components in the business and operational success of some of the most prestigious travel companies, institutions and destinations in the world.

Core Products are:

Vox Tour Guide Systems are the best in the world for unrivalled quality, range, battery life and reliable pairing.

Vox POPGuide is a cost effective, interactive destination, mapping and audio app that allows you to communicate with your clients throughout their trip, on their smartphones, under your own brand.

Vox City Guide and **Vox City Unmissable Visits** are digital self-guided city and venue sightseeing experiences for independent travellers.

Vox2Go is a low-cost 4G smartphone solution with bespoke, state-of-the-art destination and tour management software.

VoxOverWiFi uses venue Wi-Fi to provide advanced audio guiding through visitor smartphones.

Sycomore recently joined the Vox Group and offers a range of advanced multimedia devices and content for highlighting cultural heritage.

Global is the Vox online OTA and booking platform for Vox B2B tourism partners.

For more information

Vox Group website: www.voxgroupglobal.com

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