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Thu Nov 22, 2007

[Guide By Cell - create and beam an audio guide direct to your customers' mobile phone](#)

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[Guide By Cell](#). Very cool service which lets you record your own audio tours for your visitors or customers which they access via their mobile phones. You either record the audio direct or upload voice guides, music, interviews etc etc, and then it's just a matter of telling people which number to call and what keypress delivers which guide.

It's a great idea because it gives a free value-add service to your customers (although you can charge for it if you want), it's ultra convenient because you don't have to rent out new equipment, and super flexible because you can change the audio at any time, just like updating a voicemail message.

There's a bunch of other neat potential benefits too. You can track your visitor's access and interests, you can embed valuable sponsorship in the tour, and can include artist commentary. There's even a facility for visitors to leave their own comments or impressions, which is great feedback. And the whole becomes a permanently live global advert for your show, product or event since anyone can log-in to the tour from [any place](#) in the world. Very nice indeed. Priced from around \$200.00 per month depending on call levels. [*Thanks Kevin*]

Both large and small institutions can now launch an audio tour covering every item on display, in any language, with no up-front costs! And you can get started in one day. We have clients throughout the U.S., and can also offer Guide by Cell internationally. Since visitors use their own cell phone, there is no equipment to buy/lease, store, update or check in or out. Use Guide by Cell anywhere — museums, gardens, aquariums, parks, zoos, tourist attractions, walking and driving tours, retail stores, events, art galleries and special events. Create podcasts from your recorded tour automatically in minutes!

Tags: [guide+by+cell](#), [audio+tours](#), [mobile+phone](#)

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