



24th September 2009

Beheading Returns to the Tower - the One-Dimensional Travel Guide is Dead

The Way2GoGuides series of dramatic new iPhone applications has just been released in the Apple™ iTunes™ store <http://bit.ly/131oLO> and lets users experience one of the Tower of London's most infamous executions.

Each one-of-a-kind app gives an immersive encounter with London's top visitor attractions - attending a coronation at Westminster Abbey, sheltering in St Paul's Cathedral during the Blitz, imagining Shakespeare's London from the London Eye - and all with the rich functionality to be expected from a new iPhone travel app.

Way2GoGuides Creative Director John Hide said, "People love watching historical dramas and we've recreated that experience where events actually took place. At once the stories become incredibly powerful and visitors' perceptions of their surroundings are completely transformed."

Regurgitated Wikipedia they most certainly are not.

The encounters can be unexpectedly humorous, quirky or emotionally moving and each app's content neatly dovetails with others in the series.

"People expect rich quality content when and where they choose." John Hide comments, "The encounter doesn't simply begin and end at the doorway - the apps provide an armchair introduction through to a lasting memento of a visit."

Way2GoGuides extend beyond the physical boundaries of each attraction and offer ideas to consider before setting off along with suggestions for what to do afterwards, ranging from more of the same to the completely different.

Randle Stonier, Director of Way2GoGuides said "We have created an entirely new set of experiences for London's fans, visitors and explorers, available on the best mobile platform and at a price that offers superb value for money. There's nothing else out there that even comes close."

Way2GoGuides plan to release more London apps over the coming months.

END

Notes to Editor:-

Way2GoGuides are shortlisted for “Best Tourism Experience” in the BT Visit London Awards 2009. (Winners announced Nov 5th)

The 14 apps in the series include Westminster Abbey, Tower of London, St Paul’s Cathedral, Royal Parks, British Museum, Kew Gardens, River Thames, Banqueting House & Whitehall, Maritime Greenwich, London Eye and Tube Guru. Each is priced at £2.99 in the UK app store. Top 3 (a bundle of the most popular) is priced £7.99, Mini Guides (a “Lite” version of the series) is £1.79 and Maxi Guides (the complete compendium) is £19.99.

All app content is embedded so there is no requirement to go online.

Way2GoGuides is owned by GuidzAlive Limited – a company specifically created by travel gurus and media professionals with a mission to enrich the lives of travellers, tourists, locals and cultural armchair aficionados through compelling multimedia experiences.

Way2GoGuides is a trading name of GuidzAlive Limited (Registered in England 6422837) Registered office: 57 Holly Road, Twickenham, Middlesex TW1 4HW

<http://pic.gd/000b52>

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