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Press Release



For Immediate Release

Lokadot Announces Philadelphia Arts and Cultural Organizations Embracing Its Location-based Audio Platform for Smartphones

Philadelphia, PA - July 27, 2012 - Lokadot, LLC, creators of "Lokadot" - the location-based audio platform for smartphones - announced today five distinguished Philadelphia arts and cultural organizations who will be implementing Lokadot this September 2012.

Lokadot founder and CEO Cliff Stevens said "We're absolutely thrilled with the responses we've received. The word is spreading, and these organizations absolutely "get" what we're doing." The five organizations selected to participate in the Lokadot implementation pilot program are: **The African American Museum in Philadelphia, The Franklin Institute, The Library Company, Philadelphia Art Alliance, and Philadelphia's Magic Gardens.**

Using Lokadot's technology, organizations can publish geo-tagged audio that smartphone owners hear via the free Lokadot app for iPhone, or by accessing Lokadot's mobile-Web app which can be branded for each organization. With Lokadot, visitors who are on-site, as well as others who are passing by or even those who are far away, can hear about an organization's points of interest, their object collections, or anything else of significance to a location. By streaming geo-tagged audio from the Internet to gps-enabled smartphones, arts and cultural organizations now have access to a cutting-edge interpretive tool unlike anything else. And, they can focus on what they do best - developing content that is engaging, informative and entertaining - rather than building and maintaining technology. "

One of the most exhilarating things I kept hearing from the organizations I interviewed was how they've been dreaming of something like this to be invented," Stevens pointed out. "For the first time, organizations can leverage both the rapid adoption of smartphone technology and the emotional power of audio to share their unique stories, in the context of their locations, but without being confined to their locations."

Romona Riscoe Benson, President and CEO, African American Museum in Philadelphia said, "We are so excited to be a part of this endeavor. Located as we are near Philadelphia's Historic District, Chinatown, and hubs of business and transportation in the city, this is an opportunity to throw open our virtual doors – and hopefully then our physical doors – to the many people this application has the potential to reach."

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engage both on-site and potentially untapped visitors, providing them with useful information in a timely, entertaining and appealing manner,” said Troy Collins, Senior Vice President of Programs, Marketing and Business Development at The Franklin Institute. “We are thrilled to be among the organizations involved, and look forward to a successful launch this coming September.”

“We are thrilled with the prospect of sharing the information in our collections in this new way,” says Library Company Director John Van Horne. “Audio presentations will enrich the Library Company experience by allowing our curators to speak directly to visitors about what they’re seeing in our cases and on our walls, and at the same time to create archives of recordings on a range of historical subjects that can be accessed on demand.” The Library Company is the nation’s oldest cultural institution—founded by Benjamin Franklin in 1731—and one of the largest repositories of early American imprints in the world.

“We are delighted to join Lokadot’s pilot program,” says Philadelphia Art Alliance’s Executive Director Molly Dougherty. “Using information that already exists about our historic building and exhibition program, we are creating user-friendly audio content. Our Lokadot participation is allowing this small organization to stretch beyond its current capacity to provide audio tours for visitors.”

Ellen Owens, Executive Director of Philadelphia’s Magic Gardens added, “With so much foot traffic passing by Philadelphia’s Magic Gardens during the evening hours, Lokadot offers an incredible way to provide interpretation of our unique site for thousands of people who walk by on South Street - even when our organization is closed! We’re also extremely excited about being able to utilize the voice of our founder, Isaiah Zagar, in our forthcoming audio content where he’ll be sharing some of the rich stories about his artwork.”

One of the many alluring differentiators about Lokadot’s breakthrough location-based audio-streaming technology is its ability to integrate seamlessly with the listener’s existing iTunes music that is playing on their iPhone. Using this optional Auto-Play feature, whenever a user gets near a point of interest, their music fades down and pauses while the Lokadot “point of interest” audio plays from the Web. When the Lokadot audio finishes, the listener’s original music continues.

Organizations who are interested in implementing Lokadot and publishing their own geo-tagged audio to Lokadot’s location-based audio platform for smartphones can sign up here: <http://bit.ly/publkt>

About Lokadot

Lokadot, LLC (<http://lokadot.com>) is a Philadelphia, PA-based mobile software technology company that enables businesses to engage customers with location-based

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and artists too, and provides them with a creative, effective way to emotionally engage, inform and grow their constituencies, i.e., museums, arts/cultural and historical organizations, convention and tourist bureaus, galleries and exhibitions, parks and universities.

NOTE: Lokadot is pronounced "low" + "kuh" + "dote" (as in "local" + "anecdote").

For more information, visit <http://www.lokadot.com> or download the free Lokadot app from the Apple App Store here: <http://goo.gl/G0Gdu>

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