



# CITY-INSIGHTS Ltd



## City-Insights brings site-specific, smartphone friendly, amazing stories to your streets.

There's a new way to be part of cities, streets and communities. City-Insights creates a unique, multimedia experience about the place where you're standing using your smartphone.

We tell the vivid human stories, find forgotten footage, vintage photos, illustrations and contemporary interviews. Our content developers and graphic designers bring insights

to your street and create a new way to explore. To see how we animate places with personal, cultural and heritage stories check out the examples page of our website.

To find out more about our bespoke approach to working with street signage, QR codes and pop-up events, get in touch.

## Introducing Oxfordexplore.com: A New Way Of Looking...

The way the heritage and culture of Oxford is shared is being enhanced and updated by City-Insights, commissioned by Oxford City Council.

Oxfordexplore.com links to the Council's new signage scheme and is a new way to explore the city using a site-specific, smartphone tour.

"Last year more people in the UK used their phones to go online than their computers," says Gordon Reid, Oxford City Centre Manager. "The changing way we access and distribute information has the potential to transform the way we learn and explore. This is especially true when it comes to cities. We want a visit to Oxford to reflect this. There are so many compelling stories to tell and now we can make them accessible in the places where they happened."

Oxford's chosen partner to deliver the



to-mobile vision was City-Insights. An affiliation of two major heritage-sector companies, TGA and Hotrod, City-Insights specialises in cultural and heritage interpretation for the digital age. The company's previous mobile internet projects in Southwark, Newport and Poole had already broken new ground.

The result is a mobile and tablet-friendly website full of archive films, personal accounts, illustrations, postcards and tales of local history,

legend and cultural oddities. All viewable in the very streets where they happened. At each location there are also suggestions for things to do see, do and try nearby.

The City-Insights team hugely enjoyed working closely with Oxford Council to create this landmark project. The team hope to see visitors and residents standing beside the new signs and looking at their smartphones with smiles on their faces.

### To find out more, get in touch:

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The ones to watch...Make sure you check out these oxfordexplore.com stories:

#### Precious Stones



See archive footage of how Oxford was restored in 1961. Simply scan this QR code or go to [www.oxfordexplore.com](http://www.oxfordexplore.com) and enter '5', the Cattle Street sign code.

#### Shopping Spree



See 1940s adverts for Oxford shops on Walton Street. Simply scan this QR code or go to [www.oxfordexplore.com](http://www.oxfordexplore.com) and enter '18', the Carfax Crossroads sign code.

Leafy park, local community, historic city or university campus?

