



CloudGuide: From Museum Selfies To Educative Cultural Experience

From now on, CloudGuide users will be able to send museum selfies and postcards from the app while enjoying official guided tours inside of leading cultural institutions.

Barcelona, November 2016 – CloudGuide, an interactive app for art lovers and tourists and a virtual platform for cultural institutions and tourist attractions such as museums, galleries and monuments, announces the launching of its new feature which allows users to send **Museum Selfies** and Real **Postcards** from the mobile app.

As we all know, technology is changing the way people engage with museums and cultural sites. Visitors' selfies have grown in popularity for all the biggest tourist attractions and museums. CloudGuide wants to go one step further by engaging museum visitors and allowing them to take selfies while enjoying additional information about the exhibition.

Integrating selfies and postcards, CloudGuide aims to change how cultural institutions currently use technology. From now on, visitors will be able to send real postcards with the images of the site, exhibit selfies, to their beloved ones, sharing experience, having fun and learning at the same time. On the other hand, institutions should embrace the fact that selfies have become part of the museum-visiting experience and use this phenomenon to push the educative path of personalised guided tours inside of the app, boost connection with their visitors and get to know them better through analytics.

"We are very excited to finally launch this feature," said Olga Plets, Co-founder & CEO of CloudGuide, "Our customers will benefit immensely from this feature as they will now be able to provide an educative and social experience to their visitors with the CloudGuide App and the Museum Selfie Feature. This will result in enhancing the visitor's experience and engaging the user in the most exciting way. It's time to blend the latest social media trends with timeless culture!"



About CloudGuide

CloudGuide is now the fastest growing cultural network in the world linking more than 220 institutions, museums, galleries, monuments and cultural organizations throughout 12 different countries. CloudGuide is a global platform uniting Thyssen-Bornemisza (Vienna), Fundació Joan Miró (Barcelona), MOCA (New York), Kew Gardens (London), La Boverie (Liege), Atomium (Brussels), Jewish Museum (Berlin) and Modern Art (Oxford) and other great cultural heritage institutions.

CloudGuide offers a single app for all cultural institutions and tourist attractions of the world with official content and a high focus on interactivity, fun and social integration. Through its cutting-edge technology such as iBeacons integration, features for the youngest visitors, social integration and multimedia guides functionality, CloudGuide provides a highly interactive visiting experience and boosts communication between cultural institutions and their visitors. Supported by the European Union. To learn more about CloudGuide, please visit www.cloudguide.me or contact us at info@cloudguide.me.

Contact details:

Cristina Pérez Ferrer

Chief Marketing Officer

Email: cristina.perez@cloudguide.me

Mobile (ES) +34 932 200 042

Telephone (ES) +34 932 200 040

Telephone (US) +1 646 751 8424