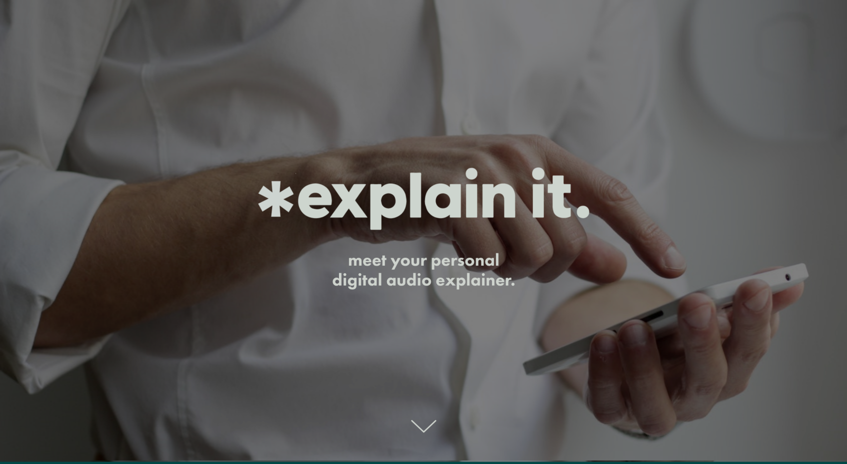


*explain it.

meet your personal
digital audio explainer.

*

We aim to help both businesses & individual entrepreneurs to tell compelling stories about their business

Explainit App **recognizes images & QR codes, works with iBeacons and geolocation** and **plays audio notes**

Join the project

In which spheres can Explainit be used?

Explainit App will be relevant for any business owner who wants to tell customers more about his/her business. Here are some examples:

Tourism & entertainment

- individual guides,
- tour operators, travel companies,
- tourist information centers
- town halls,
- museums/galleries/art-centers,
- libraries,
- historians/ art historians,
- art-lovers, travel bloggers,
- influencers,
- bus excursions companies,
- hotels / hostels

Event Industry & Performances

- events,
- biennale,
- festivals (art, film, music),
- conferences,
- opera / theaters / cinemas

Education

- language learning platforms,
- textbooks / tutorials,
- self-teaching books (language, art, craft),
- books for children (educational / interactive tales),
- lectors

Publishing

- book publishing,
- book shops,
- self-publishing (online/offline),
- writers

Shops

- souvenir,
- art,
- music shops

Botany

- botanical gardens,
-greenhouses,
- shops

Gastronomical industry

- cafe/restaurants/coffee shops,
- gastro events,
- culinary books,
- food museums,
- gastro boutiques

Fashion industry

- events,
- online & offline publishing,
- boutiques

Creators

creators who sell:
- art/photo prints,
- music,
- merch

Any business owner

or individual who wants to tell customers more about his/her business or work

How it works:

you can place **QR codes** & **Bluetooth iBeacons**, or use our **image recognition system** and **geolocation** to give detailed information about objects

User downloads & opens an app

Explainit App recognizes user's geolocation and shows all the objects around him/her on the map

User can choose a suitable mode and speed of automatical audio listening depending on his/her journey (on foot, by car or by bike)

Choose your sphere & check what we offer

Below you can find some of the examples of implementation in different spheres:

1

Tourism & Entertainment

- Create unique city routes for your customers/visitors as **an individual guide, tour operator, tourist information center, town hall, bus excursion company**. Pin the major landmarks on the map and tell your unique audio stories about places, people, food, events, and anything special you want your customers to discover.

- As **a hotel/hostel** owner you can create and cross-sell your exclusive excursions.

- If you are **a travel blogger** or just **an art-lover** and you have your list of favorite secret places - just pin them on the map, take a photo and tell a story about them.

- As **a historian/art historian** you can showcase your expertise creating unique and exclusive content in Explainit app.

- If you are **an influencer** and you want to pin all

2

Event Industry & Performances

It's hard to navigate guests in case you host a huge event like **a biennale** or **a festival.** Sometimes it even turns to chaos.

- With Explainit you can literally **navigate** your guests and lead them using the app. For this purpose, we use a combination of Bluetooth iBeacons and QR codes. The user opens an app; it connects to iBeacons and navigates him/her automatically.

- If you're **a theater/cinema/opera** owner you can stand out too. Tell visitors more about your agenda using QR codes and iBeacons.

You can even ask performers themselves to tell stories about a play/movie/performance.

3

Education

Diversify learning experience both for children and grownups.

- Embed QR codes with audio versions of texts in **language learning books**. It could be especially useful in **self-teaching books.**

- Create an audio version of **educational children's books and fairytales.**

your favorite coffee shops or cafes with authentic food - go ahead. It's now easy as never before with Explainit App.

Explainit helps easily create unique audio stories with visuals for both tourists and locals who want to discover more about their city.

4

Publishing / Books

People tend to perceive information better when they not only read it but also can listen to it and see it. Embed QR codes in your books and let the reader grasp information in a new way.

- Expand the reader's experience and add audio information to your **books, online and printed magazines, art books,** or **catalogues.**

- If you have a **bookshop** or **a library**, you can easily create a unique compilation of books according to the topics or authors. Or tell brief stories about their content. You just need to place QR code on the shelves, or on the book itself. This will help your client to understand the content easily and make a better choice.

5

Shop

- Every **souvenir** has its own little story about its authentic meaning and how it was made. Tell tourists interesting stories with Explainit App.

- If you have an **art** store or a vinyl **music** store you can easily make a unique compilation according to the topics or creators. Tell brief stories about their content.

- In case you own **a craft store** or **an art supply store** you can easily give information about materials, make compilations for different crafts, and even give instruction and show what can be done from material your visitor is looking at.

- Do you own a shop where all the **local entrepreneurs** sell their **art, food, clothing?** Cool! Introduce them to your customers; tell about their uniqueness; mention the ingredients or materials they use.

6

Botany

- Help visitors to identify plants around them in **a botanical garden/greenhouse.** You can tell stories and show how they are used in daily life.

- If you are an owner of **a botanical shop** you definitely have to teach your clients to take care of the plants they buy. Place the QR code on the shelve to give clear audio and visual instruction.

7

Gastronomical industry

- **Restaurants/cafes/coffee houses** are not only about food but also about unique experience, cozy atmosphere, and of course about authentic cuisine. Being an owner of an authentic cafe/restaurant/coffee house you probably want to tell your customers more about your values and mission, about the history of your business, and even about recipes and ingredients. Well, that's possible to make with Explainit App. You can even create an interactive menu and both show and tell how the client's order will look and taste like.

- If you publish **culinary books**, it would be more comforting if you add audio versions of your recipes. We can surely help you with that.

- Explainit App can also be used in any **food museum, gastro boutique,** or at the **gastro events.**

8

Fashion industry

- If you host **a fashion show** you can make the experience of your guests more engaging, interactive, and informative. Introduce designers to your guests and let them tell how their collection was created.

- Owning **a fashion boutique** you can also tell stories about what inspired designers on creating a collection, or what materials were used. It will definitely add value to your brand and make you stand out.

- Connect visual and audio experience using Explainit app in **printed & online magazines**. Add real talks and make your articles/interviews alive.

9

Artists, photographers, creators

As a **creator** who sells the art, you would probably want to tell the world stories about your art/photo prints/music/merch/etc. and about yourself. Let us help you with that.

10

Any business owner or individual

Explainit App suits almost any **business** or **individual** who wants to make his/her clients' experience more remarkable, informative, facilitative, engaging, and interactive. It's about adding value and being up-to-date.

Download Explainit App

Explainit App is available in the App Store for free. Download an app, launch it and point at the image, QR code or just pass an iBeacon (a Bluetooth beacon) by.

Download an app and test it.

Download on the App Store

BENEFITS

Why choose Explainit ?

because we help you to

Add value

Tell the world more about your product/service, add value to it and distinguish from the competitors

Be remarkable

Expand, diversify and facilitate the experience of your clients

Cross-sell

Cross-sell, provide an additional benefit to the customer and maximize your profit

Expand

Diversify your line of products/services

Navigate

Navigate your guests easily in your space

Keep up to date

Stay up-to-date using modern technologies

Save time

Timesaving facilitation of context/content understanding for

Be flexible

Easy, flexible and low-cost implementation your client/guest

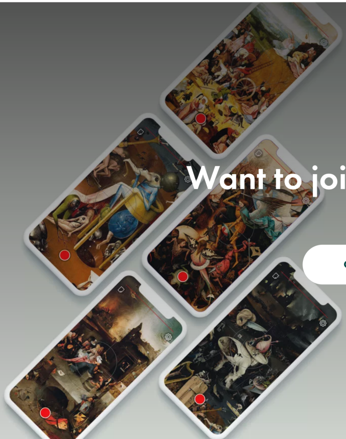
Our partners

U–jazdowski

centrum historii zajezdnia

KRUPA GALLERY
CONTEMPORARY ART SPACE

MUZEUM NIEPODLEGŁOŚCI



Want to join our project?

Contact us