



## Press Release

25 June 2009

### iome adds free London video tours to BT MyPlace

#### **BBC personality, Dan Snow, presents video Mobi-Guides to help residents & tourists make the most of their City stay-cations**

**London, UK:** iome, a provider of location-based digital lifestyle services, has today published a series of free video Mobi-Guides for London, developed and presented by BBC personality Dan Snow. The Mobi-Guides are available on BT MyPlace, a service that presents people with information based on their preferences and location, within central London and the West End. This service, which is powered by iome, enables consumers to download the most relevant Mobi-Guide based on their location, at any time, via an Internet-enabled mobile device or PC.

There are 20 free-to-access guides in total, each offering a combination of inspirational history and trivia on London, together with Dan Snow's personal insights. The service is free to access via any outdoor BT Openzone Westminster Wi-Fi hotspot and is located at [www.btmyplace.com/dansnow](http://www.btmyplace.com/dansnow).

Dan Snow, presenter of the new guides, said: "For anyone planning to visit London, these video Mobi-Guides provide a real insight into the history of our capital City. The great thing is that by offering these tours via BT MyPlace, you can be stood near Nelson's Column, for example, and the relevant Mobi-Guide is instantly presented to your digital device, as the service calculates your current location. With over 23 million visitors to the city each year, I'm sure these free guides will prove to be extremely popular."

Phil Eames, CEO of iome said: "Demand for accessing relevant digital content on-the-go is increasing rapidly. We are pleased to have launched the new video Mobi-Guides from Dan Snow on BT MyPlace to ensure people can access interesting content where ever they may be in central London. With 2009 being touted as the year of the 'stay-cation', these video tours will provide visitors with an excellent insight into London's historical gems."



Chris Bruce, General Manager, BT Openzone said: "We are very excited to extend the BT MyPlace service to offer consumers access to free video guides that can be downloaded either from a PC or on the go via a Wi-Fi-enabled device. Dan Snow provides an excellent insight into what he personally loves about London and I'm sure visitors will enjoy the trivia and history he reveals in each guide."

BT MyPlace also delivers targeted, sponsored services including restaurant, bars and shopping recommendations, plus audio downloads including books and walking tours.

For further information on iome, visit [www.io-me.com](http://www.io-me.com). For further information about BT MyPlace visit [www.btmyplace.com/dansnow](http://www.btmyplace.com/dansnow).

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**Notes to Editors:**

High resolution images of Dan Snow and the BT MyPlace service are available on request.

**About iome:**

iome is a technology company providing internet and mobile services, that link activities, interests, locations, routes and places so consumers can plan and book, all based on their preferences and where they are at any time.

iome is a pioneer of location-based digital lifestyle services. It partners with brands, network providers and Government, enabling them to offer dynamic digital services to end-users. iome creates new ways for organisations to engage with their customers, develop closer relationships and increase return on infrastructure investment.

iome's services have the ability to capture and analyse user data to provide an increasingly engaging personalised experience for end-users and, in turn, a highly targeted marketing method for advertisers and brands.

The company was created in May 2005 by British Telecommunications and New Venture Partners after five years development in BT's Research Laboratories. It has offices in London and Ipswich. [www.io-me.com](http://www.io-me.com)

**About Dan Snow:**

Historian and presenter Dan Snow was born and raised in London, and remembers spending every weekend of his childhood being taken to castles, battlefields, country houses and churches, which he credits with developing his great love of history. He went on to pursue this at Oxford University, where he gained a double first in history, as well as rowing in the boat race three times.

He started presenting military history programmes with his father, Peter Snow, including the BAFTA award winning series, Battlefield Britain. Dan has a regular slot on The One Show on BBC One where he explores great stories from British history.



During the course of his work Dan has flown Second World War aircraft, been gassed, shovelled muck in a sewer under London for a day, contracted pneumonia and been trained as a sniper.

The London Mobi-Guides have been produced by Ballista Media, Dan's own production company: [www.ballista.com](http://www.ballista.com). Mobi-Guides are location relevant video and multimedia guides available to download to a range of mobile devices: [www.mobi-guides.com](http://www.mobi-guides.com).

**About BT:**

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to our customers for use at home, at work and on the move; broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

In the year ended 31 March 2008, BT Group plc's revenue was £20,704 million with profit before taxation and specific items of £2,506 million.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

For more information, visit [www.bt.com/aboutbt](http://www.bt.com/aboutbt)

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