

PRESS KIT



A location-based storytelling iPhone application developed by Untravel Media

Murder on Beacon Hill

Parkman

Walking Cinema:

“Walking Cinema: Murder on Beacon Hill’ is an audio and video tour detailing the notorious 19th-century slaying of a wealthy Bostonian, George Parkman. Real-life relics, a skull here, a weapon there, will be placed in stores and other buildings on Beacon Hill, serving as waypoints for the tour.”

-Boston Globe



ABOUT THE COVER

This walkable story recounts a Brahmin beef that became one of the strangest crimes in American history. Parkman and Webster's lives were deeply intertwined and contentious, as our snazzy logo implies.

THE STORY

On a warm afternoon a week before Thanksgiving, 1849, Dr. George Parkman, one of the richest men in Boston, went missing. A massive manhunt uncovered pieces of a body in and under Harvard Professor John Webster's laboratory. Starting above the obscure remains of the original Harvard Medical College building on the Massachusetts General Hospital campus, this walkable film reveals how Boston's landscape still holds clues to this historic crime. From morality board games planted at the Liberty Hotel (ex Charles Street Jail) to video overlays on Parkman's house, this GPS based production allows for personal and hands-on exploration of the case and its central characters.

CONTENTS

- Press Release
- About the Project/The Experience
- Screen Shots



Walking Cinema: Murder on Beacon Hill

EXAMPLE PRESS RELEASE

For Immediate Release

Contact:
Michael Epstein
Untravel Media, Inc
617-642-1163 (mobile)
617-292-4970 (office)
michael@untravelmedia.com

“Walking Cinema” GPS-based film for iPhones in Historic Boston

“Walking Cinema: Murder on Beacon Hill”: PBS film becomes experiential history in Boston’s streets

Boston – November 4, 2009 – Part movie, part stroll, and part participatory theater, “Walking Cinema: Murder on Beacon Hill,” is a unique opportunity to walk around in the scenery, conflicts, and artifacts of an historical film. Working with a grant from the National Endowment for the Humanities and in partnership with the original PBS filmmakers, Untravel Media of Boston has developed a unique iPhone application that leads audiences along a mile path in Boston’s oldest neighborhood strewn with encounters, clues, and artifacts from a true story of a Harvard Professor accused of killing and dismembering the wealthy Brahmin, Dr. George Parkman.

The application is free for a limited time and can be downloaded from the App Store and www.parkmanmurder.com. The application features short vignettes that play out in eight stops in Beacon Hill. Untravel has partnered with the Massachusetts General Hospital, Liberty Hotel, the Harvard Musical Association, the Appalachian Mountain Club, and several local businesses to offer a hands-on experience of the historical crime. Along the path, location-based videos lead you to strange artifacts—morality board games, riddling ink stamps, crime scene pop-up books—allowing audiences to creatively combine the story with their surroundings for an eerie experience of being caught up in the mystery.

Michael Epstein, CEO of Untravel, calls the project a transmedia extension of the original film. “The idea wasn’t to just reuse the film, but to extend the story into a participatory experience. We tried to pick up certain characters and situations where the film left off and tease out more of their backstory. The mobile version focuses on reconstructing the fateful encounter between Dr. Parkman and Professor Webster in the Medical College laboratory. The College’s ruins are the starting point for the journey and the connective tissue to various artifacts found along the walking path.”

The project was developed in partnership with the Center for Independent Documentary and Spy Pond Productions. The developers will be looking to expand the project next year to historic neighborhoods around the country and develop open source software allowing filmmakers everywhere to create geolocated extensions of their movies.

About Untravel Media

Untravel Media, Inc., founded in 2006, is a software and media studio specializing in the production of Mobile Media Documentaries –interactive, immersive journeys through enticing locales. Untravel Media works with filmmakers, cultural sites, and civic organizations to develop transmedia stories and mobile delivery systems for exhibits, events, and critical geographies. For additional information please visit www.untravelmedia.com.



Walking Cinema: Murder on Beacon Hill



ABOUT THE APPLICATION

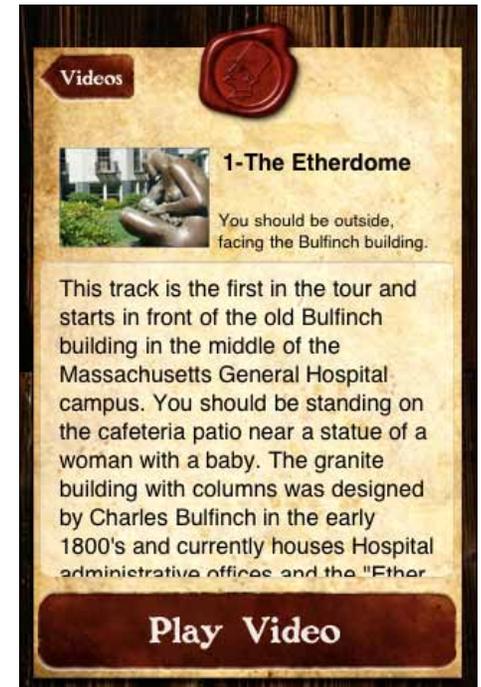
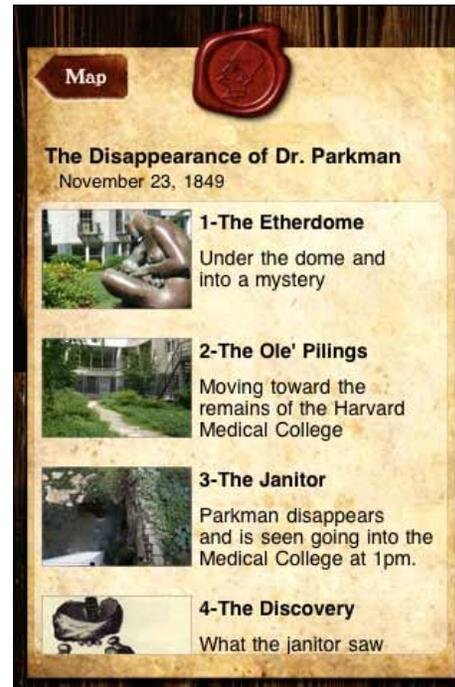
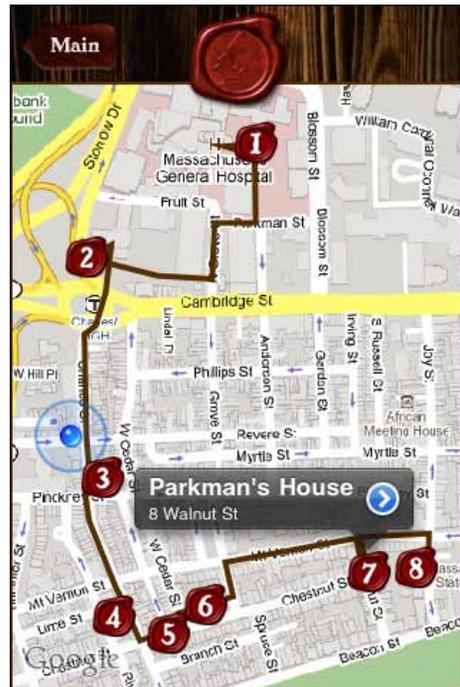
- Mixed-reality storytelling guided by a live map and location-based experiences
- Probably the only iPhone application that lets you:
 - Play morality board games
 - Find creepy old stamps
 - Browse a pop-up book of evil architecture
 - Breathe deeply in an ether dome
- Cinematic shorts reveal key places and plot twists to a crime that still lurks in the landscape of present-day Boston
- Access to hidden clubs, historic buildings, and hidden gems in America's loveliest urban enclave.

THE EXPERIENCE

Audiences walk this mile path through one of America's loveliest neighborhoods, guided by an engrossing story of two men whose calamity reaches deep into Boston's roots. As the Webster-Parkman crime and punishment unfolds, the city's social structure, architecture, and unique character become manifest. While best experienced on the ground, the immersive videos also make for a captivating armchair journey.



Walking Cinema: Murder on Beacon Hill



SCREEN SHOTS

A small sample of the "Walking Cinema" experience: a menu screen complete with introductory video, GPS-enabled map to guide you to each location in the tour, video list/details, and high quality streaming video directly to your phone, on the fly.

For high-resolution images, please contact Caitlin Maily at caitlin@untravellmedia.com.



Walking Cinema: Murder on Beacon Hill