



Monday, November 24, 2008

Aquarium launches mobile tour from Untravel Media

By Mass High Tech Staff

Featured video

The [New England Aquarium](#) reports it plans to debut an interactive tour produced by [Untravel Media Inc.](#) this morning.

Related News

Looking ahead: Sector by sector surveys of the landscape ahead: [What would you ask Barack Obama?](#) [December 19, 2008]

Looking ahead: Sector by sector surveys of the landscape ahead: [Shrinking endowments force colleges to freeze hiring, seek federal support](#) [December 19, 2008]

[MIT joins \\$30M Google Lunar X-Prize race to the moon](#) [December 18, 2008]

[MIT researchers help improve wave power systems](#) [December 16, 2008]

[Momenta receives \\$24.1M stock offering](#) [December 12, 2008]

The tour, called NEAq Insider and designed to be played on mobile phones and other handheld devices, offers complementary information about the aquarium's animals, staff and conservation, the Aquarium said. The Aquarium said it's the first cultural institution in New England to implement mobile technology including both an audio and visual component.

Aquarium visitors can download and listen to audio or watch high-definition videos showing behind-the-scenes interviews and video footage, the Aquarium said. Visitors without video-playing handhelds can dial into NEAq Insider while on site and listen to the tours. The system can also be used as an educational resource at home or in schools. The tours are available in Portuguese, Spanish and closed captioning for the hearing impaired.

Boston-based Untravel was a finalist in the mobile category of last spring's [MIT](#) \$100K Business Plan Competition.

Also last spring, Untravel launched a mobile documentary called "Beyond the Yard" for the Cambridge Office of Tourism. The Flash Lite application, which can be downloaded to any video-enabled phone or even iPod, takes viewers through a 60- or 90-minute walking tour of Cambridge, using an interactive map and focusing on the little-known aspects of the area.

Comments

Please [Login/Register](#) to post comments.

No comments have been added or approved.

Most Popular Stories

- TechTarget to cut staff, move two print magazines to web
- Everypoint, Red Bend make iPhone-like web apps for featurephone users
- Konarka collects \$45M in R&D investment from France's Total
- TransMedics pulls the plug on IPO plans
- Dell picks Egenera for OEM virtualization deal
- Seventh Sense Biosystems said to snag \$4.2M Series A financing
- Mass. awards \$3.2M for alternative energy, \$17M for solar
- VCs, angel investors: IPOs may be frozen until 2011
- New Bedford, Fall River pursue biotech funding
- EMC taps former Microsoft exec Kodesh for new cloud business

Stay Informed

Check which newsletter you'd like to receive.

<input type="checkbox"/>	TechFlash (Daily)
<input type="checkbox"/>	FinanceFlash (Daily)
<input type="checkbox"/>	BioFlash (Daily)
<input type="checkbox"/>	GreenFlash (Weekly)
<input type="checkbox"/>	Breaking news, MHT events, local announcements
<input type="checkbox"/>	RSS feeds

Your email:

[New England Tech Directory](#) | [Subscribe](#) | [Advertise](#) | [Community/Events](#) | [About Us](#) | [Search](#) | [RSS Feeds](#) | [Technorati](#)

© 2008 American City Business Journals, Inc. and its licensors. All rights reserved. The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of bizjournals.

Affiliate publications: [ACBJ.com](#), [Boston Business Journal](#), [Bizjournals.com](#), [Portfolio.com](#), [Wired.com](#)

Use of, registration on, this site constitutes acceptance of our [User Agreement](#). Please read our [Privacy Policy](#) (updated) A publishing partner with Portfolio