



“All aboard Soundscape”

Soundscape, the location based services company, announces the appointment of Nilkunj Dodhia as Managing Director to lead the company through an exciting period of growth.



Soundscape, a provider of audio commentaries, advertising and information to passengers in moving vehicles according to location, strengthens its management team with the appointment of Nilkunj Dodhia as MD. Nilkunj, with 10 years' experience in the mobile phone industry including with early stage technology companies, will lead the business through what promises to be an exciting period ahead for location based media services.

“Soundscape’s potential has been clear from the beginning. We’ve achieved some key milestones, and now it feels like the right time to accelerate.” said Nilkunj.

Location based services, or being provided information and services depending on where you are, is a concept that has existed throughout the life of the mobile phone industry, yet few customers ever experienced them. It appears that the time has now come, as more and more devices become location aware, and users understand the value of services such as satellite navigation.

Soundscape is already heard on Coach Tours throughout Europe, where passengers are told about passing points of interest as they come into view. The commentaries are professionally researched and produced pieces that literally tell you what you see.

“We like to think of it as a personal travel companion pointing out what you want to know, when you want to know it.” said Ian Walsh, Operations Director.

Soundscape's application goes well beyond tourism, however. A recent win with Arriva Scandinavia will have 7 million train passengers in Denmark listening to Soundscape annually. It was only a matter of time before trains were included as the service already operates on buses and boats.

Asked about the future plans for the business, Nilkunj stated:

“Our business is one of informing passengers in a manner that is useful and relevant; we want everyone on the move being informed by Soundscape.”

For further information and samples of commentaries contact Soundscape on **01795 411535** or visit **www.SoundscapeGPS.com**

NOTE TO EDITORS

About Soundscape

Soundscape is a brand of Turning Points Ltd. Based in the UK, Turning Points Ltd produces, delivers and distributes location-specific content using the Soundscape solution, to location-aware devices. Customers include operators of tours on buses, trains and boats, and commercial passenger transport providers. Turning Points Ltd also produces and owns European point-of-interest content that is available for tour operators, transport providers and owners of location-aware devices such as the mobile phone.

For more information, visit www.SoundscapeGPS.com.

