



## CREATIVE CONTENT FOR TOURISM & CULTURE

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CAPTIVATING INTERPRETATION & AUDIOVISUAL CONTENT



# 35 YEARS OF INTERPRETATION EXPERIENCE AND EXPERTISE



**200+**  
*interpretation specialists &  
production experts*



**15+**  
*recording studios  
worldwide*



**1200+**  
*cities with  
100s of POI*

## Setting the standards for culture and tourism

We partner with many of the world's most influential cultural and tourism businesses, providing outstanding storytelling, audio services and multimedia content. Our specialist team comprises top writers, editors, translators and voice artists, all managed by our expert interpretation directors, enabling us to provide you with a full spectrum service.

## Your choice of bespoke production or library content

We can create entirely new destinations, complex venues, or sightseeing programmes, with bespoke content, in as little as eight weeks. Each assignment will be crafted to meet interpretation goals defined by you, under your brand, and will then be seamlessly integrated into smartphone applications, multimedia devices, websites, social media, or other preferred communication channels.

We also have a constantly growing library of digital assets, including multilingual audio for city sightseeing, venues and cultural visits. These high quality productions are available immediately, providing a simple and economical solution to supplement or complete your creative projects.

## Providing for clients big or small



# WE'LL HELP YOU CAPTIVATE YOUR AUDIENCE

## Consultation – The power of Collaboration

Central to the success of every project is the partnership between our interpretation experts and our clients. From the outset of the relationship, we work closely with you to establish your goals, understand your visitor aspirations and technological requirements. We continue to collaborate throughout the life of the project - from script and voice approval to interface design, allowing us all to maintain the direction and key objectives as set out at the very beginning of the partnership. This close collaboration ensures that the final product truly brings your site and stories to life, delighting your visitors and guaranteeing an experience to remember!

## Creation – Storytelling is King

The power of content lies in the strength of its storytelling. Our expertise and extensive experience means that we are able to create memorable experiences in any style and for every audience. From narrator-led experiences to multi-character driven drama, informal interviews, poetry trails and evocative soundscapes rich in music and sound effects; our creative team has the passion and experience to deliver the best content for your audience. Once the tour is complete, our professional linguists will translate the experience into any language you may require, using our international network of professional linguists.

## Curation – Producing for Results

No matter the technological solution, audio lives at the heart of every production. We pride ourselves in the quality of our work: from the variety and professionalism of our voices and the immersive nature of our sound design to the dedication and care of our studio engineers and the extensive QA performed before delivery. We produce your content in an easily accessible format that can be used on any platform. Our passionate and dedicated team will ensure the final production truly brings your stories to life, providing your visitors an unforgettable experience.



# SPECIALISING IN ARTS, CULTURE & HERITAGE

## The Museum Specialists

Sycomore is the Vox brand specialised in museums and institutions, with over 35 years experience in museum interpretation for highlighting cultural heritage. From classic audio guides to multimedia smart devices, the division has turnkey solutions to meet your project's specific needs, delivering innovation alongside the highest quality, bespoke multilingual audio, video and graphic content.



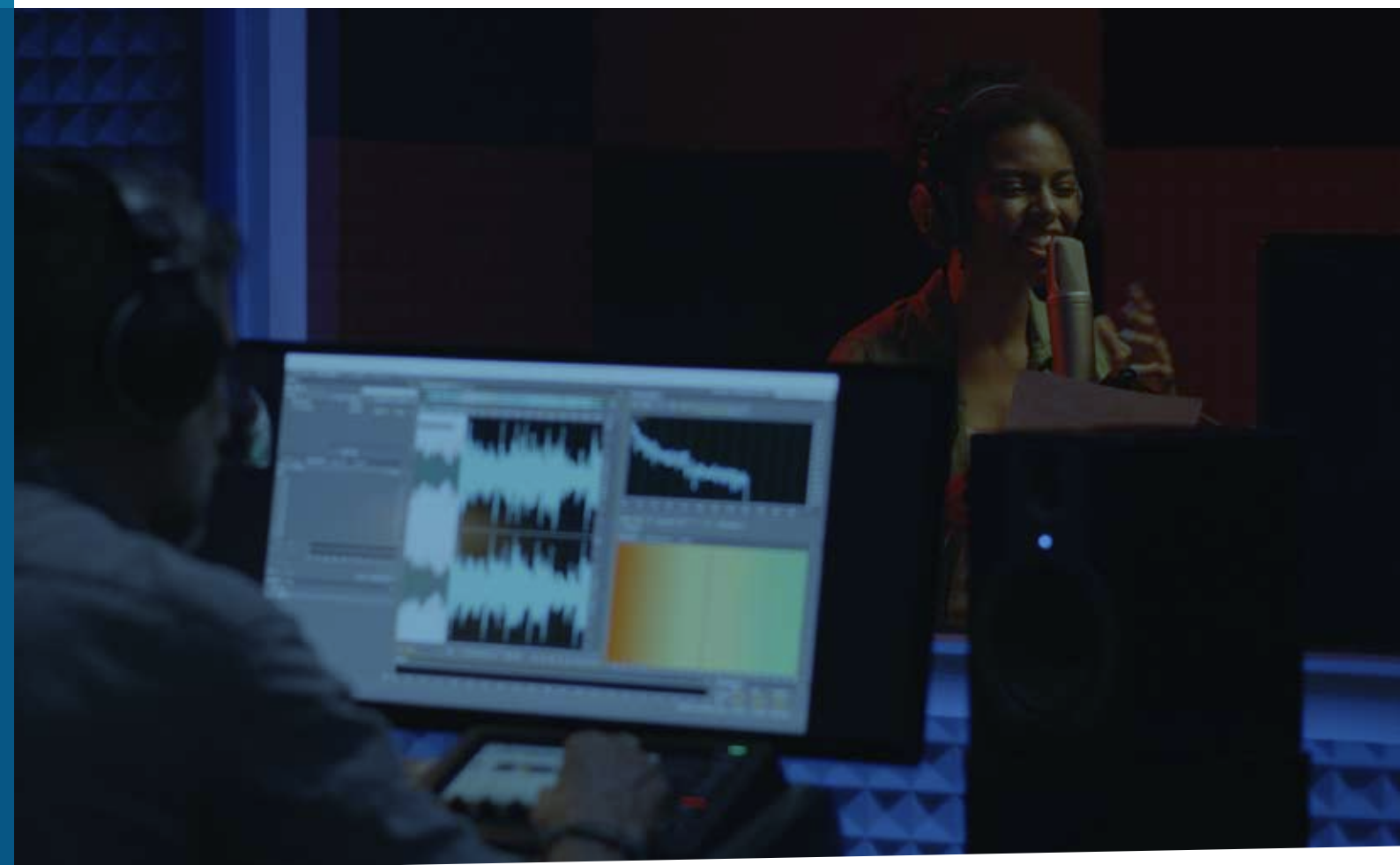
## HIGH QUALITY PLUG-AND-PLAY CONTENT READY FOR YOUR NEEDS

### Discover authentic, story-driven content that has the power to inspire and engage

Content creation takes time, resources, and expertise, yet sometimes you need fast and cost-effective solutions. We are the only content specialist able to offer you a digital library of tens of thousands of readymade points of interest in over 250 key destinations. These multilingual assets have a multitude of uses and are simple to integrate into any digital platform or device.

Library material can also be combined with bespoke content projects, enabling you to inexpensively create enhanced interpretation solutions. For instance, you can combine interior visits with destination sightseeing, create tourism packages, or provide quick solutions for short term events and secondary touristic programmes.

Archive material has a significant price advantage over bespoke content as the development cost is amortised over time. In addition, it can be delivered immediately, making it a fast and simple solution. There are no upfront development costs making this an efficient proposition. Finally, archive material can be utilized for a time period that best suits your needs.



# CONTENT SERVICES

## WE'RE EXPERTS IN CONTENT CREATION

No one understands cultural content better than us. Vox Group and Sycomore have helped over 5000 tour operators, museums, venues, and destinations address their visitor needs and interpret and create premium content.

## YOUR NEEDS, YOUR CUSTOMER

The Vox Content Team is experienced, versatile, and flexible, and has solutions for both bespoke and library content that can easily be adapted to your personal requirements. Whether your needs are for copy, audio, translations, devices or multimedia technology we have the best products and service.

## YOUR REQUIREMENTS CATERED FOR BIG OR SMALL

We work with partners of all sizes. Each client is assigned an account manager who will work on your project with you from its initiation to its successful completion, with guaranteed superior customer service all the way.

