

# CALVIUM

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## APPTRAILS

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# ABOUT CALVIUM

Calvium provide software development, tools and services for the creation of mobile applications for a range of mobile platforms. We have a passion for co-creating great experiences with creative industries. We have developed a range of services to do so.

**Our four main services are:**

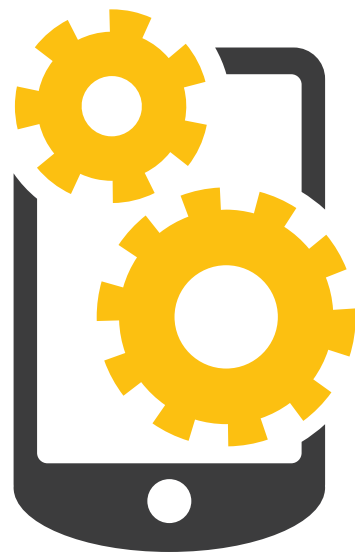


## APPTRAILS

GPS sound walks, street stories and tours



In this document we describe our AppTrails service and list some examples of the apps we have created, the clients we have worked with and the team behind Calvium.



## APPDEV

Custom native iOS and Android app development



○ APPFURNACE

DIY app development for  
creative professionals



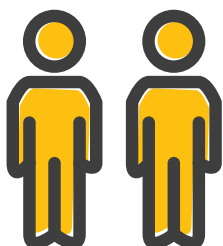
○ APPSPRINT

App co-creation and  
mobile consultancy

# ABOUT APPTRAILS

Our AppTrails service helps you to make street stories, soundwalks and guides that intimately and personally connect you to the very place you are standing. You can view the world as a digital canvas upon which you can paint. With AppTrails we are giving you the digital paintbrushes to do so.

We will help you co- create the experience that is right for your destination. We can guide you through the process and advise on the right app design. If you want us to develop a complete trail we can bring together the best team to do it.



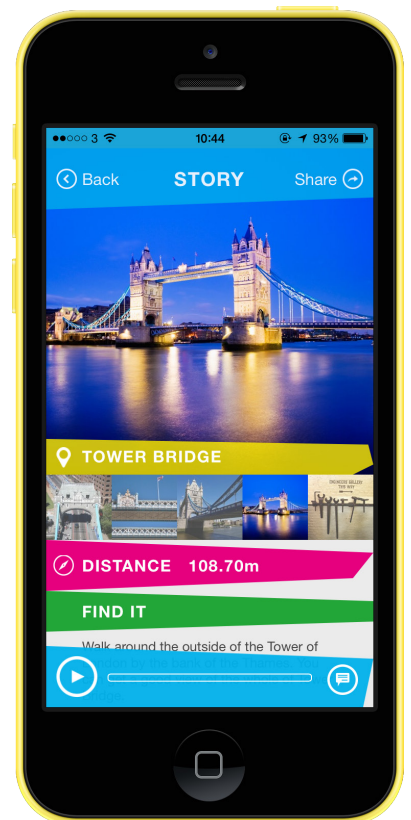
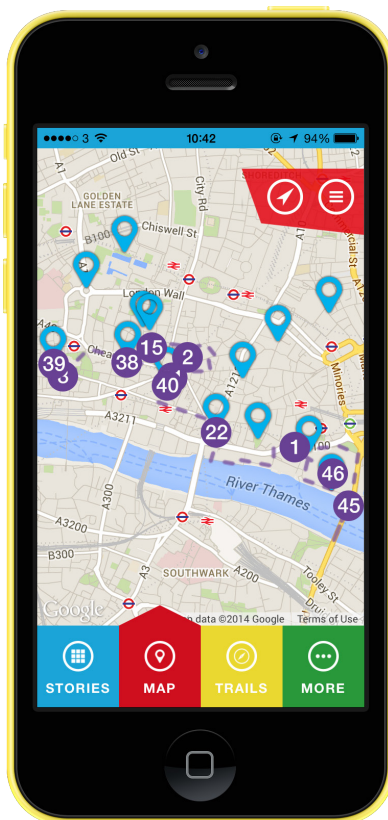
- If you want to create the audio content yourself our system makes it easy for your audio production team to upload recordings, and by simply drawing regions on a map you can associate those audio files to spaces in the real world.
- Staying up to date with cutting edge developments, we have experience of working with iBeacon and Bluetooth Smart technology. This can allow indoor AppTrails and enable navigation within a building.
- By co-creating these apps with us, you have the freedom to test as you're working, enabling you to experiment with content, locations and timings, and blend them seamlessly into a finished product.

# A SELECTION FROM OUR PORTFOLIO

Calvium have completed a number of AppTrails for a variety of clients both in the UK and abroad. Please see the following as a few examples from our portfolio.

## The City of London: City Visitor Trail

Get inside stories from top attractions: there are secret stories, personal testimonies and a bit of history too. It's a great way to find out more about world-famous attractions and hidden gems.



*“Calvium delivered exactly what we were looking for, even if it was something we hadn’t thought of before: their advice was at all times excellent and they solved any problem we encountered easily. We’re delighted with our City Visitor Trail app, and we trust Calvium absolutely to do a good job.”*

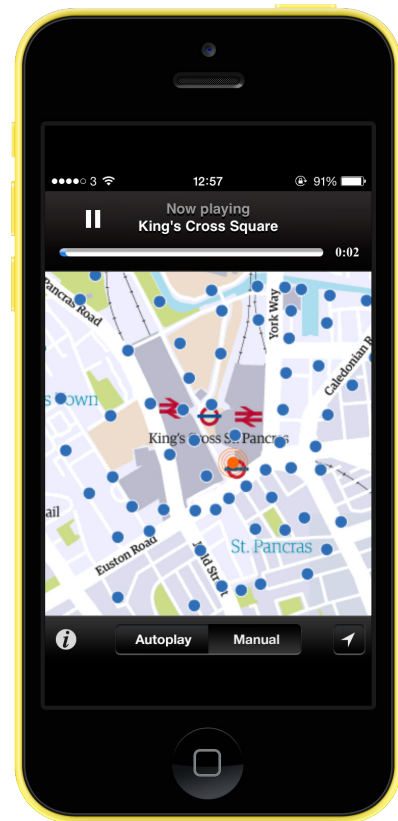
Stuart Millar – Visitor Marketing Executive,  
City of London Corporation

## The Guardian: Kings Cross Streetstories

As you walk through the streets of King's Cross, London, the app will automatically activate stories relevant to your GPS location. Whether you're a first time visitor or a local resident, walk with fresh ears and eyes as you hear tales, old and new, from this part of London.

*“Working with Calvium to create the immersive sound-scape that is Guardian Streetstories has been just fantastic. We have been able to compose, lay out, test and refine over 70 original recordings to create this app within a couple of months”*

*Francesca Panetta, Guardian Special Projects Editor, Multimedia*



*The Guardian: Kings Cross Streetstories*



## The National Trust: Soho Stories

The National Trust wanted to bring 60 years of Bohemian Soho vividly to life. The audio walk involves stories from legendary ‘Sohoites’ such as Molly Parkin on boozing with Francis Bacon; Janet Street Porter on Damien Hirst, “Enforcer” Frankie Fraser on the rise of the gangster and Wee Willie Harris on the birth of rock ‘n’ roll. Barry Cryer narrates it and the marketing roll out involved a series of events in Soho.

*“Best use of digital by an NGO, NFP or charity”*

*Digital Impact Awards  
October 2012*



## AAB Copenhagen: Jeg er Norrebro

The Jeg er Norrebro app aimed to bring the local community together by sharing stories from social housing residents from different ethnic groups.

*“The communication has been top notch despite the distance between Copenhagen and Bristol. I truly recommend and have been recommending working with Calvium.”*

*Rebecca Bannor-Addae*

# THE CALVIUM MANAGEMENT TEAM

Calvium have sixty years collective mobile experience and have pioneered location-based apps in Europe and the USA. Leaving Hewlett-Packard Laboratories to found Calvium, they have continued their passion for helping the creative industries by building mobile development tools for non-programmers.

## **Jo Reid** (*BSC, MBA*) – *Creative Director*

Specialises in site-specific experience design and has primary responsibility for Calvium's AppTrail business. Jo has worked with clients such as the Tower of London, the Royal Shakespeare Company, the National Trust, the City of London and The Guardian.



She has been involved in co-creating over twenty further AppTrails using her own experience design framework and processes. A finalist for Everywoman Innovator of the Year in 2012, Jo has worked at the forefront of user centered technology research in Hewlett-Packard Laboratories, Texas Instruments and Xerox. She incorporates this knowledge in her app development training days and consultancy. Her published works include research papers on Experience Design and guidelines for creating GPS apps.

## **Other members of the management team at Calvium are:**

- **Ben Clayton** (*MEng*) – *Technical Director*.  
Ben specialises in native app development and design
- **Tom Melamed** (*MSc, BSc*) – *Mobile Strategy Director*.  
Tom specialises in HTML5, sensor development and integration.
- **Richard Hull** (*DPhil*) – *Managing Director*.  
Richard specialises in system architecture, AppTrails Designer tools and mobile technologies.

**Interested in AppTrails?**  
Find out more on our website.  
[www.calvium.com](http://www.calvium.com)



Have more questions?  
Get in touch

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