

## What's NEW <<



Launched last October, CultureSpots allows museums to provide audio tours without having to shell out for expensive or unwieldy technology. Instead of checking out and lugging around specially programmed devices, the mobile tool allows visitors to simply load and listen to the Web-based audio on their personal smartphones. Museums

can subscribe to CultureSpots and host a tour of up to 10 exhibits free of charge, and it's free for visitors to use as well. Developed by Philadelphia-based entrepreneur Cliff Stevens, the tool had its official launch event at Drexel University last fall. The school's Academy of Natural Sciences was among 15 institutions selected to pilot the platform. Other participants include the Franklin Institute, the Library Company of Philadelphia and the University of Pennsylvania's Arthur Ross Gallery.

