

Cultural Roadmapp

When you land in Shannon airport after an overnight flight, step off the plane and head to the rental car lot, driving on the left side of unfamiliar winding roads is enough to worry about. Managing maps and travel guides while following a GPS on top of that can complicate what should be an enjoyable scenic drive.

That is why Cultural Roadmapp decided to streamline the road trip. The startup is in the process of crowdfunding an IOS app that combines GPS technology with high-quality museum audio tours. When the driver approaches landmarks or places of interest, the app provides commentary through the car's speakers, while users keep their hands on the wheel and their eyes on the scenery.

"Our audio tour app is weaving together subtle strands - the history, the literature, the arts - into a tapestry of interviews, storytelling and performances that give context to the landmarks along the driving route," says Cultural Roadmapp founder and president Deborah Schull on the app's Indiegogo fundraising page.

The app is currently in production with plans to launch its pilot tour of County Clare on Saint Patrick's Day 2017 if it meets its \$35,000 fundraising goal. The funds will be used to cover development costs and to professionally record and produce the music and audio content. From there, it plans to create tour content of the entire Wild Atlantic Way, a 1,500-mile driving route on the west coast of Ireland, and then of regions all over the world.

For more information on Roadmapp and to donate to its fundraising campaign, visit www.culturalroadmapp.com