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FOR IMMEDIATE RELEASE

### **GUIDE BY CELL ENTERS NEW TECHNOLOGY PARTNERSHIP WITH SOUTH CAROLINA FEDERATION OF MUSEUMS**

San Francisco, CA. October 20, 2011 – Leading mobile technology service provider Guide by Cell has recently entered a technology partnership with the South Carolina Federation of Museums, the central hub for South Carolina museum professionals and the museum community.

Through this partnership, Guide by Cell will offer SCFM member museums affordable access to its suite of robust mobile technologies, including cell phone audio tours, text messaging services, mobile websites, and Smartphone apps. Guide by Cell will also provide expert guidance and assistance to member museums looking to bolster their offerings through the use of mobile technology.

Under the new agreement, SCFM members who sign up for new Guide by Cell services are eligible for a 30% discount on the first year of service for cell phone tours, text messaging and interactive systems, mobile websites and Smartphone apps.

Since 2004, Guide by Cell has provided mobile technology services to hundreds of museums and cultural institutions nationwide to help build an enhanced visitor experience and open new channels for entertainment, interaction and information-sharing.

“SCFM is very excited about this partnership with Guide by Cell,” said SCFM President Christian Cicimurri. “It’s important for museums to keep up with current technology and this just makes it a little easier. South Carolina museums will now be able to utilize state-of-the-art technologies to enhance their exhibits and visitor services. This discount program will not only benefit SCFM members, but will also improve the experiences of their visitors.”

“We have provided mobile technology to several South Carolina institutions over the past six years,” said Dave Asheim, president and founder of Guide by Cell. “SCFM provides so many valuable services to its

member organizations and we are proud to enter this partnership to share our mobile knowledge with SCFM members in the future.”

#### **About South Carolina Federation of Museums**

Established in 1971, SCFM is a nonprofit professional membership organization that represents and acts in the interests of museums in South Carolina. Members of SCFM strive to raise the standards of museum practice in the state. Institutions and professional museum staff are actively involved through SCFM in helping South Carolina's museums grow and succeed. For more information, visit <http://www.southcarolinamuseums.org>.

#### **About Guide by Cell**

Founded in 2004, Guide by Cell is the world's largest provider of interactive mobile technology solutions to over 1000 cultural institutions and nonprofit organizations, including museums, zoos, aquariums, national and state parks, libraries, restaurants, universities and historical sites. The San Francisco-based company offers five main services: cell phone audio tours, text messaging, mobile websites, Smartphone applications and mobile giving. Guide by Cell is the official mobile technology partner to several major cultural trade associations and acts as expert advisor on mobile trends and strategies.

For more information visit: [www.guidebycell.com](http://www.guidebycell.com).

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