

Photos courtesy of GPS Tour Guide



Follow the Gypsy Guide

GPS Tour Guide, an innovative Canadian company dedicated to the promotion of informative and entertaining travel experiences for the independent traveller, recently announced the development of a new tourism product that it says will revolutionize the way independent travellers experience self-drive and independent vacations.

Through the use of breakthrough technology and programming, the company's new Gypsy Guide uses Global Positioning System (GPS) technology to detect its user's location while driving and provide interesting commentary about the surroundings, special points of interest and local knowledge.

The device, similar in appearance to a personal digital assistant (PDA) device, is mounted onto a car's windshield and tracks its location, direction and speed using GPS technology. When travellers pass through

points which information has been programmed for, audio files are automatically triggered to play information specific to that location including interesting facts and stories, quirky tales and an array of tips and advice on how to best enjoy that area.

GPS Tour Guide employs professional guides to ensure that information is not only interesting, entertaining and in-depth, but also updated on a regular basis depending on season. Taken out of the vehicle, Gypsy Guide transforms into a portable electronic guidebook offering comprehensive information on hotels, regional attractions, points of interest and dining tips.

"The Gypsy Guide takes GPS technology a huge leap forward beyond pure navigational support for travellers and is the only product of its kind in North America," said Rick Bulich, Business Development Manager for GPS Tour Guide. "The Gypsy Guide is

like a local friend or personal human tour guide that will share interesting stories and entertain you along the way." The user simply drives and enjoys as the Gypsy Guide automatically delivers information at points of interest, completely independent of timing.

The Gypsy Guide will be available in May 2006 for the busy Western Canada summer touring season. Touring routes for the inaugural season will be extensive, covering the most popular independent travel itineraries between Victoria, Vancouver and Whistler through to the National Parks including Banff and Jasper, with city tours offered at major centres. ♦

For Information

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