

The First iPhone App Series to Profile Significant Architecture

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Prairie Design Group and software developer NaNil today announced their FanGuide series series of interactive, multimedia iPhone apps. Architectural enthusiasts won't have to worry about awkward guidebooks, unruly maps or rented listening devices any longer. Each app features text, maps, photos, audio and bonus video for a self-contained "offline" experience on any iPhone or iPod Touch. The app offers web access directly to specific building or house museum websites that are open to the public.

Lisle, Illinois - Architectural enthusiasts won't have to worry about awkward guidebooks, unruly maps or rented listening devices any longer, thanks to the entrepreneurial design family behind Prairie Design Group and their technology collaborators at NaNil. Husband/wife partners Bryan and Lisa Kelly, along with Lisa's brother Eric O'Malley, set out to create a multi-faceted, interactive tour guide unlike any other.

After many frustrating self-guided architecture tours using cumbersome books, maps and museum MP3 players, the team at Prairie Design Group set out to develop a more streamlined experience. Their goal was to produce well-researched and engaging content, using simple design and clear navigation, plus easily accessible bonus media. The result was the creation of the FanGuide(TM) series for the iPhone and iPod Touch.

"This tour guide series gives users the freedom to experience architecture in an integrated, well-designed and thoughtful manner. It isn't a one-size-fits-all approach like other self-guided architectural tours, guidebooks and maps," says Eric O'Malley of Prairie Design Group. Eric's partner, Bryan Kelly says, "The FanGuide(TM) series was meant to utilize burgeoning technologies to fit a modern, on-the-go lifestyle. End-users can enjoy the architecture they want in a very compelling way, making it a great companion on the road or from the comfort of home."

iPhone App Description:

Prairie Design Group teamed with software developer NaNil to produce a series of interactive, multimedia FanGuide(TM) iPhone apps. Once downloaded, each app features text, maps, photos, audio and bonus video for a self-contained "offline" experience on any iPhone or iPod Touch. For users with an Internet connection on their device, there is an "online" option with integrated Google Maps to help them find any tour stop they choose.

Additionally, the app offers web access directly to specific building or house museum websites that are open to the public - so the user can learn more information. Current titles include Chicago Loop Architecture, Los Angeles Modern Architecture, Oak Park Prairie Architecture and River Forest Prairie Architecture. Upcoming titles will also focus on significant architectural cities like Palm Springs and San Francisco, plus many more.

Feature list:

- * The architectural works of Frank Lloyd Wright, Mies van der Rohe, Louis Sullivan, John Lautner, Richard Neutra, the Case Study House Program, plus others
- * 38-44 stops arranged in 6 tours
- * Text descriptions, details, trivia facts, plus costs/times for public buildings
- * Bonus audio that differs from text descriptions
- * Bonus video footage for various stops
- * Online maps with a cellular or wifi connection
- * Offline maps, for a completely self-contained experience

About NaNil:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

NaNil, a software practice for iPhone and Mac platforms, was founded by independent developers Sean Willson and Brawnski Armstrong. This team has been working together for over 10 years and started a business for iPhone development shortly after the opening of Apple's App Store. After releasing the Fairway Golf application to the App Store in 2008, NaNil collaborated with Prairie Design Group to design and develop the FanGuide(TM) Tour & Audio Companion series.

About the FanGuide(TM) Tour & Audio Companion Series:

The FanGuide(TM) Tour & Audio Companion is a multi-faceted, interactive tour guide designed to profile significant architecture in a dynamic and easy-to-use manner. The clean design of the guide allows anyone to access information quickly and directly, while enhanced descriptions and bonus multimedia give enthusiasts the opportunity for even more hours of exploration. FanGuide(TM) is offered in two unique and engaging formats: an iPhone application and a printed fan deck guidebook.

Pricing and Availability:

* Limited Intro Pricing from \$2.99-\$4.99, depending on title. Regularly priced at \$9.99 each. Available now in the iTunes App Store.

FanGuide Series:

<http://www.fanguidetours.com/iphone>

Purchase and Download:

<http://itunes.apple.com/us/artist/prairie-design-group/id340632623>

Demo Videos:

<http://www.fanguidetours.com/appvid>

About Prairie Design Group: Bryan and Lisa Kelly, along with Eric O'Malley, are a team of 30-somethings who are passionate about design and have combined backgrounds in publishing, product development and business. Inspired by progressive art and architecture, they have parlayed their combined interests and skills to create unique brands such as FanGuide(TM), the Teco Art Pottery Collection(TM) and PrairieMod(TM). Copyright (C) 2009 Prairie Design Group. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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