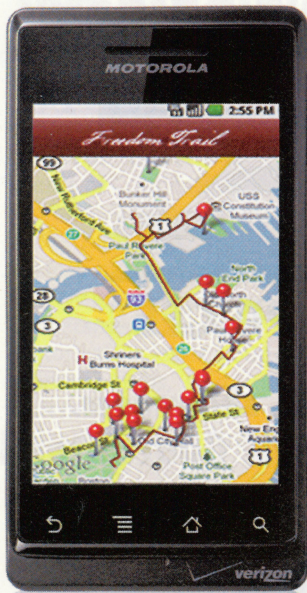


# Making smartphones even smarter



■ They deliver e-mail, access the Internet, take photographs and even send and receive phone calls. Smartphones can do just about anything, and a Newington-based technology firm is making them even smarter.

New Wave Industries, Inc. has released an application ("app" in techno-speak) that provides an interactive

tour of Boston's famed Freedom Trail.

The app, designed for iPhone and Android smartphones, lets users access interesting information about the trail, and even see themselves as they walk along it. The app incorporates high-definition video, text, photos and audio as well as maps and geo-location to be sure users don't get lost along the way.

In addition to the 16 official stops on the trail, the app includes many unofficial stops as points of interest.

"We wanted to give

users as much historical information as possible, while delivering it in a way that keeps them entertained," said Jon Rondeau, the CEO of New Wave Industries.

"Our goal is to provide users with an interactive experience that allows them to take a completely self-guided tour at their own pace, while learning about the birthplace of our nation."

The app provides an alternative to printed materials and organized tours, which were the only options for Freedom Trail walkers in the past.

Moreover, people who can't physically get to the trail can use the app for a virtual tour experience.

"When we designed the app, we wanted to create it in a way that would allow anyone from around the world to virtually walk the Freedom Trail, even if they were not able to be there in person," Rondeau said. "I have a love of history, and Boston has always been a special place for me, so this was the natural place for us to reference in launching our first travel app."


Jamie Welch, vice president of marketing at New Wave Industries, said, "In this app-crazed world where people rely on their mobile devices for information, this project allowed us to bridge the gap between history and technology."

The app is available for \$2.99 at the Apple iTunes App Store and at the Android Market.

— by Nancy Thompson



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