

15 Jan 2009
STRIDE DESIGN
PRESS RELEASE

**LAUNCH OF AUDIO WALKS WEBSITE FOR THE UNIVERSITY OF
CAMBRIDGE on 17th Jan 2009**

**FREE WEB-BASED AUDIO WALK OF CAMBRIDGE – BUILDINGS, LIVES AND
LEGACIES – A CELEBRATION OF THE UNIVERSITY OF CAMBRIDGE**

As part of the celebrations of the University of Cambridge's eight hundredth birthday, visitors to Cambridge can now take an audio walk around the city. Walkers can see the city at their own pace using their own iPods and MP3 players, switching on and off as they go.

The walk, called "Buildings, Lives and Legacies", is a celebration of the history of the University from its early beginnings to the present day, showcasing some of the outstanding architecture, achievements and people that make the University and the City of Cambridge such a unique place. Professor Alison Richard, Vice Chancellor of the University, sees these walks as a wonderful way of exploring the city:

"There is this wonderful sense of past, present and future that I believe is key to the academic distinction of Cambridge, and also key to its architectural magic.

This walk is a wonderful way of experiencing that historic beauty."

Professor Alison Richard

This audio walk is the first of a series that have been commissioned by the University from local multi-media production company, Stride Design. Two more walks are due to be launched in early 2009. The walks are aimed at visitors, local residents wanting to learn more about their beautiful city and at prospective applicants to the University.

The walks are free to download from a new website, with crisp photographs and professional audio to listen to before your visit. There is a Google based interactive map on the website and a printable map to take along on the walk to support the audio. The visitor is free to plan their own day, stopping and starting the audio guide for their own tour of the city.

These unique walks, known as Stride Guides, are the brainchild of architect Victoria Smith and software designer Simon Ruffle, both directors of Stride Design, who have pioneered the use of web-based, downloadable audio walks. These carefully researched walks are voiced by professional artists to give a production that is both easy and enjoyable to listen to.

“ These projects are pretty ground breaking. The pod cast part of the design is very innovative. An award winning scriptwriter wrote the narrative and a professional voice over provided the narration – it adds to the quality of the tours. So far we have had a good response.”

Victoria Smith Director of Stride Design

Stride have produced two previous audio walks around Cambridge for Shape East; an informative historic walk around Ware and the Merchant’s Trail around Wisbech.

All are available from their website www.strideguides.com.

What people have said about the walks:

Ware Walk - Two Thousand Years of History

“ I really enjoyed the commentary. It’s easy to listen to, the narrator has a good voice and adds humour without being silly. There are some useful little facts in there” Gill Miller, walks tester

“I have learnt many things from this and I have been (living) here for many years. When you live and work in the town you do not really stop and see the history, this allows you to. It is very accessible and you could even have a virtual tour in your own home.” Councillor Alan Warman

...innovations like this audio guide are an excellent way to bring the history to a new generation....” Councillor Mike Carver
From The Herald, Aug 3^d 2006

Preview and download all the Stride Guide Audio Walks on:

Cambridge University Audio Walks: www.strideguides.com/CU

Buildings, Lives and Legacies – a Celebration of the University of Cambridge – live on line

Coming soon:

800 Years of Death and Disease – an Institute of Public Health presentation – to be released in March 2009

Following in the Footsteps: A Tour of Cambridge for Prospective Applicants – to be released in April 2009

Ware: Two Thousand Years of History www.warewalks.net

Wisbech: The Merchants Trail www.wisbechwalks.net

Cambridge Shape walks www.shapewalks.net

NOTES FOR EDITORS

What is a Stride Guide?

A Stride Guide is a downloadable audio guide presented as a walk around a town or city. It consists of 16 stops, and is attractively presented in a distinctive style, with a frame of photographs around a map. The system, which is highly interactive, acts both as a virtual tour, and as an itinerary for an actual visit. Places of interest are plotted on the map, and audio and video clips can be listened to immediately on the computer, or downloaded to an iPod or MP3 player. The latest walks now use Google mapping. The pages, including the map, can be printed at high quality to provide a personal guide.

The walks have proved very popular with users, especially teenagers, who particularly enjoy the audio walks in Cambridge.

Stride Design

Stride Design is a Cambridge based multi-media production company that specialises in audio walks, and web based products for the tourist industry.

The Directors, Simon Ruffle and Victoria Smith, both trained as architects in Cambridge, which gives them a deep understanding of the built environment. Their team offer a unique and powerful combination of skills, delivering multi media websites that are easy to use, well written and good to look at.

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