



Press Release

Now a Walking-Tour Mobile App for Bangalore Heritage Sites

Sonata Software as part of its CSR Initiative Launches a Guided Walk Experience Mobile App for INTACH, Bangalore for the City's Heritage Sites

Bangalore, June 03, 2013:

Sonata Software, an IT consulting and software services provider and the Bangalore Chapter of The Indian National Trust for Art and Cultural Heritage, announce the launch of a walking-tour app of the city's heritage sites. The Mobile application is available on the mobile app store of Apple and also on Google Play for Android mobile device users. The INTACH mobile app, rich in content and features, allows for an enhanced walk experience and brings alive the city's heritage sites, focusing on little-known facts and facets of the city's heritage. The app can be downloaded immediately and free of cost from Apple's [App Store](#) and [Google Play](#).

The application has been launched in English and Kannada to cater to a wide audience. Perfect for both Apple iOS and Android users, the app loaded with graphics and engaging experiences can be downloaded on both mobile phones and tablets. It allows users to leverage interesting features like GPS and mobile camera, to have an interactive tour experience. It also lets users share their in-tour experiences in real time, on social media and capture pictures that can be stored within the application on the mobile device.

Using illustrated maps, visuals and audio, the application takes visitors through a defined walk route. Each stop gives the user an overview and things to look out for and also allows the user to send feedback. In case of poor network connectivity, the application even works in offline mode with the content being packaged in the app.

Sunil Bannur - Head, New Technology Initiatives, Sonata Software, said on the occasion, "The INTACH app gives us an opportunity to associate with an NGO that is working towards conserving and promoting heritage, with modern technology, making the heritage walk experience far more accessible. We believe in building apps like these that allows every citizen to access local content in languages of their choice, on their personal mobile devices. We aim at adding to our portfolio, innovative mobile applications that combine information with entertainment and great user experience." He added "Improving the travel and tourism experience through use of technology is a core business area for Sonata. As a socially responsible corporate, Sonata is constantly working on technology initiatives that help improve quality of life, in areas like education, art and culture."

Meera Iyer, Co-convenor, INTACH Bangalore, said "We hope people will use these self-guided walks to explore Bangalore's layered history and culture at their own time and pace. We are quite excited about this collaboration with Sonata Software because it gives us the opportunity to use technology to spread awareness about the city's heritage. It is a pleasure to work with a team that understands our requirements as we continue to expand the walks available in the app. We look forward to more such corporate partnerships to promote heritage conservation and interpretation."

INTACH is a country wide, volunteer driven, not-for-profit organization set up in 1984 to protect and conserve India's vast natural, built and cultural heritage. The Bangalore Chapter of INTACH works closely with both government and private agencies to assess, restore and protect sites of heritage value in Bangalore and elsewhere in Karnataka. The Chapter routinely conducts walking



tours in fifteen culturally vibrant neighbourhoods of the city. Also included in its heritage awareness agenda is interpretive signage, audio tours and documentation at historically important sites.

About Sonata Software Limited

Sonata Software, headquartered in Bangalore, India, is an IT consulting and software services company delivering transformational IT solutions through customer specific Centres of Excellence. Sonata serves Software Product Companies, and enterprises in the Travel, Manufacturing, Retail and Distribution verticals across the globe. Its key service lines include Business Intelligence and Analytics, Application Development Management (ADM), Mobility, Cloud, Social Media, Testing, Enterprise Services (ERP and CRM), and Infrastructure Management services. Sonata has strategic alliances with global technology majors like Microsoft, SAP, IBM, Oracle, and HP to deliver innovative solutions.

For further information, please contact:

Swati Sengupta
Sonata Software Limited
A.P.S. Trust Building,
Bull Temple Road, N.R. Colony
Bangalore 560019, India
Tel: +91 80 30971999
swati.sengupta@sonata-software.com