

# Press Release

## **“MyTour” suits your interests**

*The museums in Munich are using a mobile application to create more attractive and personalized tours for the visitors.*

Munich - December 20, 2019 - The Department of Arts and Culture in the city of Munich announced that the museums in the region are making use of a mobile application in order to make individual visits and tours more engaging for the population. This solution creates a customized and personalized tour adjusted to the preferences of each visitor as it considers time availability, language settings and the individual's preferred topics that are accessible in the museum.

“For many years, the visitors had to adapt to the available tours, languages or schedules when going to a museum. But with this solution it is the museum's content the one that adapts to the customer needs” said Anton Biebl, director of Munich's Municipal Department of Arts and Culture. “This application helps people be led to the proper content in their elected language within the right time”.

Learn more about this application and download it for iOS or Android at [www.mytour.com](http://www.mytour.com)