Tokyo Realtime: Akihabara Audio Tour Released by White Rabbit Press
TOKYO – JAN. 20th, 2010

White Rabbit Press is proud to release the world's first professionally produced audio guided walking tour for Tokyo's Akihabara district.

With **TOKYO REALTIME: Akihabara**, visitors and residents alike can experience a unique behind-the-scenes tour of Tokyo's 'Electric Town', a subculture hotspot for anime, games, manga, maids and more. Assisted by his sentient GPS 'Navi', Akihabara expert **Patrick W. Galbraith**, author of *The Otaku Encyclopedia*, guides visitors through all the must-see places. Patrick provides historical background and cultural insight along the way, as well as breaking down insider jargon such as *otagei*, *moé* and *itasha*.

The release of **TOKYO REALTIME: Akihabara** marks the second volume in the highly-acclaimed Tokyo Realtime audio tour series. Interweaving narration and interviews within a soundscape of location ambience and music, Tokyo Realtime audio travel guides deliver a seamless mix of adventure and cultural insight while navigating real-world spaces.

"Producer Max Hodges has assembled a crack team of über-geeks from Japan and abroad to navigate Akihabara's alleys and decode its mysteries. The audio guide is an illuminating portal into the neighborhood's colorful history and vibrant currents of contemporary pizzaz."
- **Roland Kelts**, author of *Japanamerica*

This Akihabara audio tour features guest commentary by:
- **Patrick Macias**, author of *Cruising the Anime City* & editor of *Otaku USA Magazine*
- **Danny Choo**, pop-culture blogger & Tokyo Stormtrooper
- **Kaichiro Morikawa**, Meiji University professor & author of *Learning from Akihabara*
- and others

This 57-minute tour, available from White Rabbit Press, includes a CD with mp3 audio, an area map (printed on durable, waterproof paper) and a 20-page full-color booklet of area photography. Listeners simply transfer the audio program to their iPod, iPhone or any other portable mp3 player, go to the starting point shown on the included map and press play.

TOKYO REALTIME: Akihabara represents the second volume in the Tokyo Realtime series which launched with an audio tour for the Kabukicho district, Japan's most imaginative entertainment zone. Each expert guided tour is brought to life through music, sound effects, location ambience and guest commentary from local personalities.

Additional details and audio previews are available on the Tokyo Realtime showcase site: www.TokyoRealtime.com

About White Rabbit Press
With customers in over 80 countries, Tokyo-based White Rabbit Press is widely recognized for producing outstanding Japanese language products. With the launch of the TOKYO REALTIME audio tour series, White Rabbit Press continues to receive praise for making Japanese language and culture more accessible to the world.

For further information, or to schedule an interview with Patrick W. Galbraith or the tour producer, Max Hodges, please contact:
Joseph Tame, Media and Communications Manager
joseph@whiterabbitpress.com
Japan: +81 03-6804-7141, **US**: +1 718-404-9223, **web**: whiterabbitpress.com

---

A Media Kit with images and sample audio is available for download at:
http://www.tokyorealtime.com/press/trt2mediakit.zip