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Augmented Reality Meets Storytelling in New Broadcastr App for Android

Free app allows users to create, listen to, and share a secret layer of information that spans the globe. The app automatically streams stories about a user's surroundings based on her GPS location, creating a unique augmented reality experience.

New York, NY — Broadcastr today released an Android version of its mobile app. The app is the first on Android with the ability to play user-generated audio content automatically based on a user's physical location.

Broadcastr is a new social-media platform for creating and sharing audio stories. Users can easily share opinions, experiences and memories, each pinned to a GPS location. The Geoplay™ feature of the app streams content automatically, allowing mobile users to "tune in" to the stories around them.

"The Broadcastr mobile app lets you uncover narratives and experiences hidden in the streets you walk every day," says co-founder and CEO Andy Hunter. "Imagine walking by a building and hearing the voice of a man who has lived there for 50 years. Or walking out your front door to find a 'Happy Birthday' message pinned there by your best friend."

The Broadcastr public beta was first launched on the Web on February 28. The new Android app, like the recently released iPhone app, allows users to search for and listen to a growing archive of over 7,000 stories; these stories are also available on the Web at www.Broadcastr.com.

Recent contributions show the varied ways communities can use Broadcastr to amplify their voices:

- Confessions from a former pot-cookie dealer called "The Girl Scout:"
<http://beta.broadcastr.com/share?audioId=967043-12002>
- Banksy's street art in New York City:
<http://beta.broadcastr.com/share?audioId=1549005-1>
- Tips on buying produce from the Executive Chef of the Kuma Inn:
<http://beta.broadcastr.com/share?audioId=310004-1>

Broadcastr stories can be shared on Facebook, Twitter, via email or through a direct link.

Users can find content by filtering for location, keyword, category, creator, rating, and/or date; users can also follow friends and favorite storytellers to stay updated on relevant new content.

The new Android app is available for download through the Android Marketplace.

The iPhone app is available for download through the iTunes App store.
<http://itunes.apple.com/us/app/broadcastr/id423169367?mt=8&ls=1>

The Web app is available at <http://www.Broadcastr.com>.

Contact [press\(at\)broadcastr.com](mailto:press@broadcastr.com) for more information.

About Broadcastr

Broadcastr is a new social-media platform for location-aware audio. Our free app — available on Web, iPhone and Android — lets people easily create and share recordings on an interactive map. Mobile users can stream location-aware audio about their surroundings automatically. We're building a digital layer of history, memory and voice in the world around us.

On Twitter: @broadcastr

On the Web: www.broadcastr.com

Free on Android and iPhone.