

## **Stockholm Sounds**

**Stockholm Sounds is no traditional tourist guide. It is a new mobile app that lets music lovers and gamers explore Stockholm, it's both a guide and a game.**

You haven't discovered a city in this way before. Stockholm Sounds is a free game based guide for visitors to Stockholm's best music and sound experiences. Whether its clubs, shops, rock scenes, cafés or museums - discover the hotspots, interact and challenge yourself in the best sounding attractions.

While exploring Stockholm, Stockholm Sounds presents selected music and sound hotspots and hidden gems, offering fun and sometimes challenging experiences while telling stories from behind the scenes.

The Stockholm Sounds app, now released in a beta version for iPhone, shows visitors the way to some of Stockholm's known and unknown music and sound locations. The app suggests places and experiences based on your location, each offering its own challenge, history, quiz or gaming session.

The app is free of charge and does not require Wi-Fi or data roaming. Visitors arriving at Stockholm Arlanda Airport receive their first assignment directly, but the challenge will be possible to start anywhere in the world. If the users succeed in carrying out the assignment, they gain access to unique experiences, events and rewards.

### **40+ location-based challenges**

Stockholm Sounds incorporates some 40 locations around the city, all connected to music and sound experiences.

### **Unique sound installations around the city**

Through the Stockholm Sounds app, visitors also get access to five unique, interactive and challenging sound installations around town, all created by sound performer Håkan Lidbo.

Links:

<http://beta.visitstockholm.com/>

<http://beta.visitstockholm.com/See--do/Guides/Stockholm-Sounds/>

Link to download the app and start playing:

<https://itunes.apple.com/se/app/stockholm-sounds/id692744018?mt=8>

Promotion film:

<http://www.youtube.com/watch?v=g8R3ZmFty-w&feature=youtu.be>

Press release:

<http://press.stockholmbusinessregion.se/en/MNDDetaljsida/Stockholm%20Visitors%20Board/pressrelease/904328/>