



MAKING THE CITY CLICKABLE

April 12, 2006, Vancouver, BC - Ubiquity Interactive, creators of the award winning VUEguide (a multimedia handheld device designed for use in museums), have developed a new mobile content delivery system called MetroCode. MetroCode makes the city "clickable" for anyone with a cell phone, delivering information instantly in a form that today's consumers are familiar with. MetroCode allows users to obtain information about the city's arts, entertainment and lifestyle experiences with just one call.

MetroCode is currently being "test driven" by the Vancouver Sculpture Biennale, an 18-month public art festival in Vancouver, BC. The Vancouver Biennale is the inaugural Biennale in North America.

Using MetroCode - a local phone number to call (604-638-2661) and a combination of digits that creates a unique ID code - viewers can learn about each sculpture in the Biennale, vote for their favourite sculpture, and leave their own voice comments, the best of which will be featured on a companion website.

The MetroCode tour is being hosted by Ellie Harvie and Richard Side, popular Vancouver-based personalities. Taking a cue from Jon Stewart's trademark witty repartee, Richard & Ellie offer listeners informative, thought-provoking and entertaining commentary on the pieces in the Biennale.

When you listen to a selection on MetroCode, what you hear is not a dry recitation of information about the sculpture. Listeners feel as though they are eavesdropping on a personal conversation about the work, including factual information about the artist's inspiration, their background and technique.

This is the newest form of audio walking tour, taking place in and around the most popular public areas of the city itself, and is completely self-guided.

"This is art for the people." said Leora Kornfeld, Ubiquity Interactive co-founder. "The Vancouver Biennale is in the public domain, and MetroCode allows the public to use their cell phones to interact with the sculptures, get engaged and it makes art accessible to everyone."

MetroCode is being expanded to encompass all of the arts, entertainment and lifestyle experiences within the city, including the 2010 Winter Olympics, as well as to other cities in Canada.

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Samples of the audio for the MetroCode Tour can be found at www.ubiquityinteractive.com/mobile. For more information about MetroCode or to arrange an interview please contact:

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