

Connect with place listening to your favorite podcasters and storytellers with the new Nearstory app.

Nearstory Inc. is a platform for listeners to explore audio stories linked to their surroundings.

Portland, Oregon — October 17, 2017 — Nearstory Inc. (nearstoryapp.com) is launching their Nearstory app for iPhone® on iTunes. Nearstory is a new platform that gives listeners immediate access to immersive stories linked to their surroundings. It curates podcasts, historical speeches, and other audio stories from high quality sources and delivers them to listeners based on their location or destination – all through a simple interface.

Nearstory is rethinking how listeners discover audio stories and connect to places. "New technologies such as voice-controlled smart speakers, augmented reality and the autonomous car are already changing how we interact with content," said Giovanni Salimena, Co-founder of Nearstory. "Leveraging these advancements, Nearstory will give audio stories longer lifespans and more revenue opportunities. Our platform redesigns and reorganizes content so that it is more relevant and accessible to more listeners over time."

Listenership for podcasts is on the rise and growth in mobile listening is tremendous. "As the pool of content increases, curation, organization, and ease of access become more and more important," Salimena said.

Using Nearstory, listeners can:

- Quickly listen to thousands of high quality audio stories, each linked to a geo-location
- See stories on a map and get directions to related location.
- Connect to producers' websites for story details, videos, and images
- Search by location and destination.
- Listen from anywhere, not just based on route

Nearstory was sparked during a road trip through Oregon's Columbia Gorge. Salimena wanted to enrich his experience with audio, but realized the curious listener faced numerous obstacles. "Audio content is insufficiently tagged, making it difficult to search for," Salimena said. "Amazing high quality audio exists. Unfortunately, it is incredibly siloed, listeners have to dig through multiple websites and apps. Then, they have to vet for quality. It's too much time."

Nearstory, Inc. was featured in Entrepreneur Magazine as one of the 100 brilliant companies of 2016. With the initial launch of the Nearstory platform and app, the company is actively seeking listeners and partner organizations that share in Nearstory's mission of creating unobtrusive ways to bolster curiosity, exploration and connection using quality audio entertainment.

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