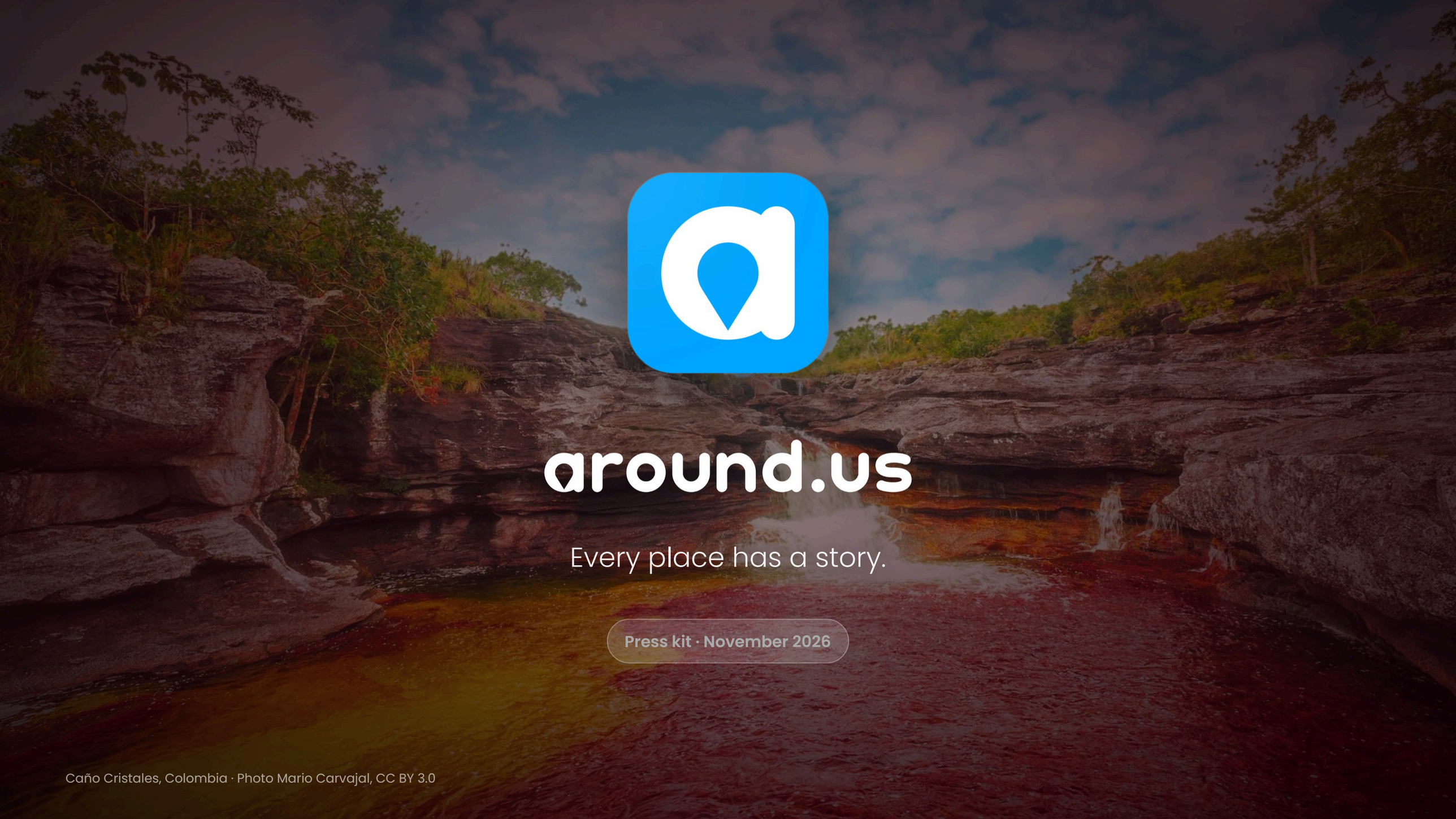


around.us

Every place has a story.

Press kit · November 2026

Caño Cristales, Colombia · Photo Mario Carvajal, CC BY 3.0

around.us

Every place has a story. Now it tells it.

Around Us turns the map into a guide that talks: audio stories, an AR lens and an AI trip assistant for 15 million places, from the Eiffel Tower to the plaque on your street.



Caño Cristales, Colombia · Photo Gicaman, CC BY-SA 4.0

The story

You walk past it every day. It has a story.

A facade, a statue, a little square, a brass plaque in the pavement. We pass them and keep going, because nothing tells us what we are looking at. Travel apps only know the places that sell something: restaurants, hotels, tickets. Around Us was built for everything else.

We are a team of two in France. Since 2023 we have mapped 15 million points of interest, statues, memorials, viewpoints, forgotten chapels, and given each one a real description, then a voice. More than 500,000 places now have their own one-minute audio guide.

The result is a map you read rather than search: photo markers sized by how much a place matters, a story behind every tap. Two million people have downloaded it so far.



Arc de Triomphe, Paris · Photo David Cruchon, CC BY-SA 4.0

Audio guides

Put your phone away. Look up.

Tap the headphones and a one-minute story plays about the place in front of you: who built it, what happened there, the detail nobody notices.

- **500,000+ places** with their own narrated guide, written from real sources
- **Keeps playing** on the lock screen while you walk
- **Together:** share the walk with friends via a link
- On the open **iPhone Duo**, the script scrolls over the photo while the map stays beside it



Mount Rushmore, South Dakota · Photo Thomas Wolf, CC BY-SA 3.0

Audio walk

Walk wherever you like. The city tells its story.

Start the walk and put your phone away. A narrator spots the places around you, tells you where to look and plays the audio guides as you pass by.

- **Free walk, step by step** or to a destination, on foot, by bike or by car
- **A story between places:** the neighborhood's history and today's weather, written from real sources
- **Listen together:** share your walk with a link, your friends hear everything at the same time as you, on iPhone or Android
- **Phone in your pocket:** a Live Activity on the Lock Screen, “Next” with a double press on your AirPods



Vert-Galant and Pont Neuf, Paris · Photo Dinkum, CC0

Augmented reality

Raise your phone. The city labels itself.

Places float in their real direction with their distance, from the Panthéon down the street to the Eiffel Tower across the river.

- **Map and camera together:** a live mini map shows where each place is, with the walking line to it
- **Tap a bubble** to open the place card and its audio guide
- Works in every city, because the places come from the same 15 million place map



Arc de Triomphe, Paris · Photo Jiuguang Wang, CC BY-SA 2.0

Travel assistant

“What to see in Budapest this weekend?”

Ask by text or by voice. The assistant answers with real places from the map, not a wall of text: a selection you can tick, reorder, pin on the map and turn into an itinerary.

- **The backdrop follows the conversation:** the screen takes on the colors of the city you are talking about
- **Walk, bike or drive** the result, and fly over the route in 3D before you leave
- **Save it** and share it



Backdrop: the assistant screen itself, Budapest by night

Trip planner

Day 1, Day 2, Day 3. Planned on the map.

Say where you are going, for how many days, who is coming and what you love. The assistant composes the trip right on the map: one coloured selection per day, numbered stops and the walking route between them.

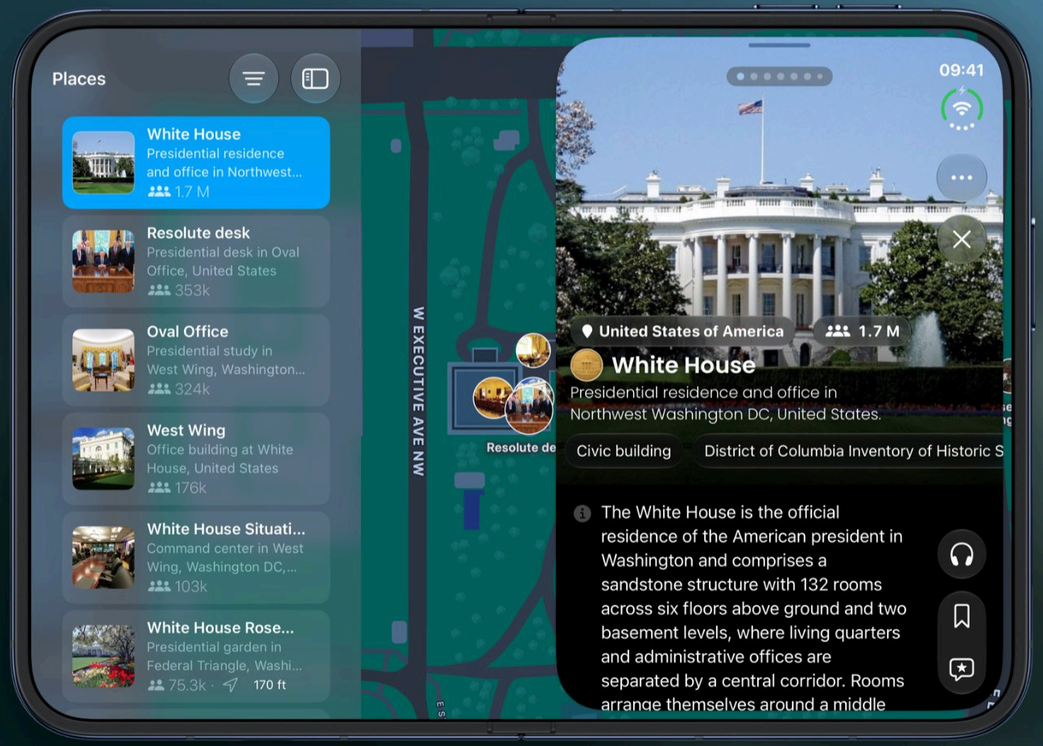
- **One chip per day:** tap Day 2 and only Day 2 stays on the map
- **Yours to edit:** move a place to another day, hide a day, add your own finds
- **Made for your group:** kids, reduced mobility, a relaxed or intense pace



Backdrop: the trip's own map, Paris

Designed for iPhone Duo

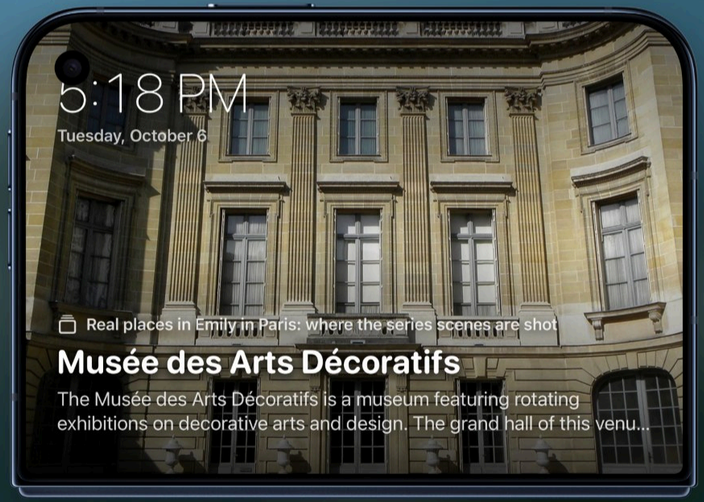
One app, every posture.



Open. Map and place side by side, the place list in a sidebar, the controls in the system's vertical column.



Closed. The full app, one handed, on the outer screen.



Tent. Stand it on a table and it becomes a photo frame of real places, each with its story.

Discover

A map made of places, not pins.

Every marker is a photo, sized by how much the place matters: landmarks large, hidden gems small. You see what is worth it before reading a word.

- **16,000 filters** from “Statue” to “Art Nouveau”: all 30 statues of the Jardin du Luxembourg in one tap
- **Collections** from the community: street art in Berlin, the best viewpoints in Rome
- **Collectibles:** coin series that turn exploring into a game



Pamukkale, Türkiye · Photo Antoine Taveneaux, CC BY-SA 3.0

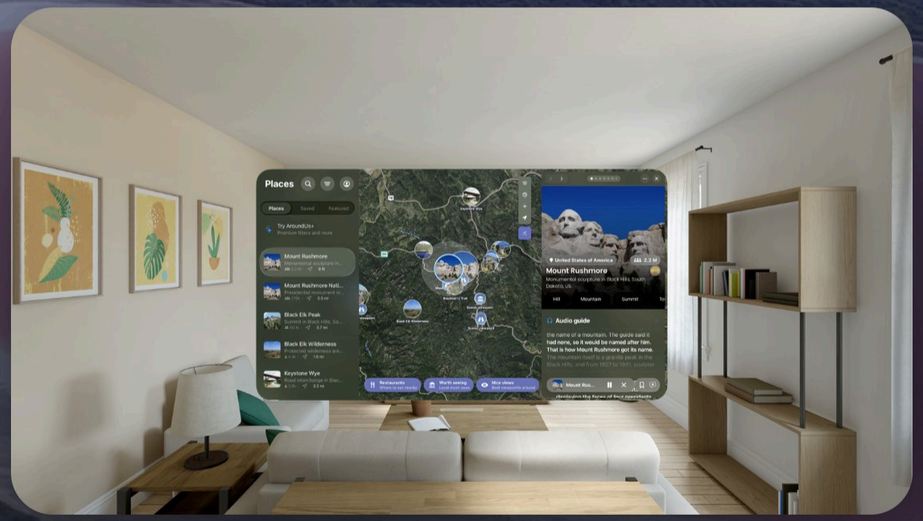
Everywhere you are

Native on every screen you own.

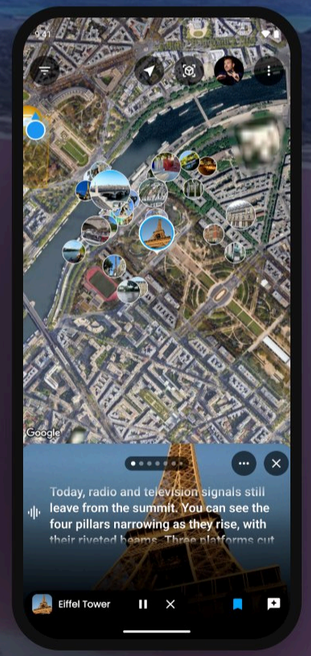
On iPhone, Android, iPad, Mac, Apple Vision and the web. Plan on your computer, walk with your phone, relive the trip from your living room.



Mac



Apple Vision Pro



Android

Lake Hillier, Western Australia · Photo Yodaobione, CC BY-SA 4.0

In numbers

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places worldwide

500K
audio guides

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downloads

4.6★
App Store, 1,200+ ratings in France

20+
languages, right to left included

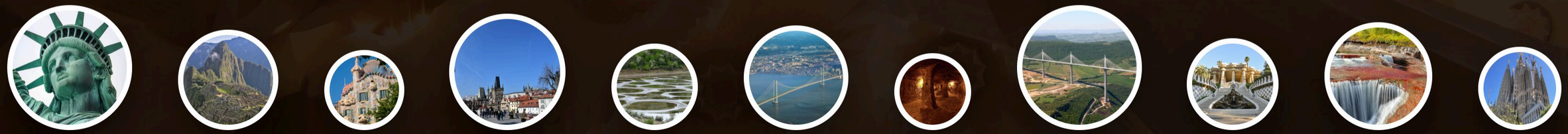
In the press

> **“Around Us wants to transform exploration through its travel companion app”**
>
> PhocusWire

> **“A wholly new approach to travel discovery”**
>
> Le Figaro

> **“An immersive, authentic experience”**
>
> TourMag

Also covered by Le Parisien, France Info, 20 Minutes, Télématin, Radio France, Ouest-France and iPhoneSoft. French quotes translated.



Sagrada Família, Barcelona · Photo Raul Perez Soto, CC BY-SA 3.0 ES

Fact sheet

App	**Around Us: Travel guide & maps**
Developer	Travel Maps
Company size	2 people
Platforms	iPhone (iPhone Duo included), iPad, Mac, Apple Vision Pro, Android, web
Price	Free download. Around Us+ unlocks audio guides, the assistant, AR, premium filters and unlimited itineraries: $3.99 a month, $49.99 a year (1-week free trial) or $69.99 once
App Store	apps.apple.com/app/id6448239731
Google Play	play.google.com/store/apps/details?id=com.digsty.aroundus
Website	aroundus.com
Wikipedia	fr.wikipedia.org/wiki/AroundUs (French)
Press contacts	Jeff Pillou · jeff@aroundus.com Stéphane · stephane@aroundus.com

Try these first

- Open the map anywhere and tap the largest photo near you
- Press the headphones on any landmark
- Ask the assistant to plan your next weekend
- Raise your phone with the AR button

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Ponte Vecchio, Florence · Photo Martin Falbisoner, CC BY-SA 3.0

around.us

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