

[TROUBLE VIEWING?](#) Click Here to view the Promo card on the web

[SIGN-UP NOW!](#) [SIGN-UP NOW!](#) Click to become a Member for Free!

The Museum Life

The Museum Life Friday at 7 AM Pacific

December 16th 2016: Location-Aware Mobile Apps

Sometimes I worry that mobile apps are just the next "shiny thing" in the museum tech landscape: Here today and gone tomorrow. But Paul Burke, CEO and co-founder of Guru, has convinced me that a good business model can keep the focus on content, not technology, and still improve a museum's digital delivery.



SHARE



DOWNLOAD PDF



GET CODE

Tune in

Friday at 7 AM Pacific Time on
VoiceAmerica Variety Channel



LISTEN LIVE



EPISODE ON DEMAND



VIEW HOST PAGE

Questions? Comments?
Call In Live!

Toll Free: 1-866-472-5788
Intl: 001-480-398-1394

Featured Guest

Guest Image

Paul Burke

Guru CEO and co-founder, Paul Burke, has years of experience in investing, trading and entrepreneurship, but nothing could have prepared him for the experience of museum hopping with teenagers, or the idea that sprung from it. Treating his 19-year-old niece and 17-year-old nephew to spring break in Rome, Burke noticed that both teenagers refused the museum audio tours, expressing that they were boring and even a little gross since strangers used them as well. He could understand their reasoning well enough, but when he continuously found them checking their phones throughout museums, he began to get annoyed. Confronting them on this issue, he soon discovered they were not texting or ch

[Read more](#)

Share This Episode



Share On Facebook



Share On Twitter



Share On LinkedIn

Connect with VoiceAmerica

Download our mobile apps

[App store](#)

[Google play](#)



[presspass-banner](#)