



PRESS RELEASE
For immediate release

The Montréal Museums Mobile App Now Available on Android!

Montréal, July 12, 2016 – Android users rejoice! The *Montréal Museums* mobile app, already available on iOS, is now available for the Android operating system in French and in English. It can be downloaded free of charge starting today from the Google Play Store. The application is the perfect tool for planning a visit to the some forty museums in greater Montréal, exploring the over one hundred exhibitions and making use of some super-practical functionalities.

“The Montréal Museums Society (MMS) is delighted to see its *Montréal Museums* app now in the hands of a whole new part of the mobile world, so they can discover the tremendous variety of amazing things Montréal museums have to offer,” says Manon Lapointe, Executive Director of the MMS. “The addition of this application to the Android operating system, in close collaboration with Nurun, will help improve museum visitors’ experience and fulfil the city’s quest for excellence as an Intelligent and Digital City,” she added.

Demand for an Android version of the *Montréal Museums* app was even stronger after the iPhone app was completely revamped in fall 2014. Remember that the application was selected by La Presse + as one of the top 10 apps for art lovers, and by atuvu.ca as one of the top five free cultural apps. It has won praise both for its user-friendly design and its useful functionalities. “Nurun is proud to put its expertise to work once again in developing this app for Android mobile devices, and to help enhance Montrealers’ and tourists’ cultural experience by giving them better access to our city’s museums,” says Christian Ayotte, Nurun Executive Vice-President, Client Services.

Designed to simplify users’ lives by helping them search by interests and services, the app also lets them access nearby museums in real time, thanks to the GPS search tool. Finding museums in Montréal has never been easier!

The free app can be downloaded from the Google Play Store (for devices running OS 4.4 or higher) or the App Store (iOS 8.0 or later versions).

The *Montréal Museums* application has been made possible in part by financial support under the Agreement on the cultural development of Montréal between the Ministère de la culture et des communications du Québec and the Ville de Montréal, and with the support of the Conseil des arts de Montréal.



About the MMS

The Montréal Museums Society brings together representatives of 41 museums in greater Montréal. Its mission is to support Montréal museums by promoting their activities and defending their interests and to foster communication, mutual assistance and co-operation among its members in an effort to make culture widely accessible and encourage Montrealers to take pride in their museum heritage.






About NURUN

Nurun is a global design and technology consultancy inside Publicis Worldwide that works with some of the most innovative companies to create products and services that leverage a combination of human insight, new technology and smart thinking. Nurun has multidisciplinary teams of over 4,000 strategists, designers and technologists in 15 countries.

– 30 –

Source: Montréal Museums Society
Information: Gabrielle Gagné
Communications and Network Relations Co-ordinator
communications@museesmontreal.org
T: 514 845-6873 ext. 205 C: 514 909-2979

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