

COMPANY DETAILS

ABN / ACN	24 122 328 492 · ACN 122 328 492
Registered address	13/28 Crystal Street, Waterloo NSW 2017
Contact	Andrew Sorokin, Founder & Director · +61 405 808 717 · info@sydneytourguide.com.au
Trading since	2006 · Registered for GST
buy.nsw supplier profile	buy.nsw.gov.au/supplier/profile/12464585
Product domain	selfguideapp.com

SME NSW-based business Registered for faster payments

buy.nsw categories: Information and technology (cloud products and support; software licensing and support; managed and outsourced services; solution design and development) · Marketing and advertising (digital communications; written communications) · Travel

WHAT WE DO

Antratel builds and operates a browser-based, GPS-triggered audio guide platform for transport operators, local government, festivals and visitor destinations. The passenger scans a QR code or opens a link. There is no app, no store listing, no download and no account, and no hardware to issue, clean or replace. Narration is triggered by position and direction of travel, tells the listener which way to look, adapts to walking, cycling, driving and transit speeds, and fills the gaps between points so there is no dead air.

ACCESS AND INCLUSION — WHY NO APP MATTERS

Every app-based guide places a wall between the visitor and the service: find the store, download 100+ MB, create an account, grant permissions. Each step loses people — and it loses them unevenly. Older visitors who do not navigate app stores with confidence, visitors with low vision for whom store interfaces are hard work, and international tourists on limited prepaid data plans for whom a large download is a real cost are the first excluded — and they are precisely the visitors with the most to gain from a guide.

This platform removes the wall rather than lowering it. A QR code or a link opens the guide in the browser in seconds, at no cost to the visitor, with nothing to install and no account to create. And the guide **speaks on its own**: narration is triggered by position and heading, so the visitor is not required to read a screen, tap through menus or match numbers to plaques while moving. For a vision-impaired passenger the journey can be hands-free and eyes-free — board, listen, arrive.

- **No download** — nothing to find in a store, nothing to pay for in data, typically under a minute from QR scan to first narration.
- **No reading required in motion** — the service is audio-first by design, not as a retrofitted accessibility mode.
- **Works on the phone already in the pocket** — including older devices that many current apps no longer support.
- **Free to the visitor** — the licence is carried by the operator or organiser, so cost is never the barrier at the point of use.

Audio-first operation serves vision-impaired and older visitors as a property of the design. A formal accessibility position against AS EN 301 549 is provided on request for tender purposes.

AN ADVERTISING CHANNEL, NOT ONLY AN INFORMATION SYSTEM

Everything the engine already knows in order to tell a story — where the listener is, which way they face, how fast they are moving and what time it is — is exactly what makes an advertising slot valuable. The same trigger that plays a landmark can play a sponsored message, at the only moment that matters: while the business is passing the window.

- **Geofenced audio spots.** A restaurant precinct, a shopping centre, a winery on the highway: the insert fires as the vehicle enters the zone and nowhere else. Radius, direction of travel and speed are settable conditions.
- **Sponsored points in the list.** A branded card with its own Listen and Navigate buttons sits in the visitor's route list — one tap from an audio mention to the front door.
- **Route-level sponsorship.** An operator, council or brand presents an entire line or trail: opening credit, closing credit, and a matching QR poster campaign at the stops.
- **Measured, not estimated.** The console counts real sessions, real durations and real positions, so an advertiser is quoted delivered plays inside a zone rather than printed circulation.

Editorial discipline. Sponsored audio is frequency-capped, kept clearly separate from guide narration, and never fires while a landmark story is playing. A tour that starts nagging is a tour that gets switched off, which would cost more than the slot is worth.

Control sits with the customer. Sponsorship is an optional module, disabled by default. Where a customer holds exclusive advertising arrangements with an existing media partner, the module stays off or operates entirely within that partner's rights — we do not sell inventory on a customer's network without written authority.

THREE DEPLOYMENT PROFILES, ONE ENGINE

Transit corridor

Triggers ride the line: the approaching stop is announced, then the story of what is passing the window, with continuous audio covering the run between stops. A QR poster at the platform is the entire distribution channel.

Time-boxed event

A dense field of geofences sized per installation, night-mode interface, free order of visit. Switched on for the festival and off after it; next season is a single data-file replacement. The same pattern serves a marathon or fun run: course-side commentary, sponsor zones and finish-line audio, live for race day only.

City, walk, bike or car

One point database, three geometries. Trigger zones are computed from measured speed: tight and directional on foot, wide and early at road speed. Audio via Bluetooth to car speakers.

Open and test on a phone — no payment, no signup:
selfguideapp.com/tramsyd · selfguideapp.com/vivid · selfguideapp.com/syd

Technology overview: selfguideapp.com/technology. A 14-day master evaluation key can be issued on request: one link, unbound to any device, opens on every phone in an evaluating team and behaves exactly as a paying customer's guide.

WORKING ALONGSIDE EXISTING GOVERNMENT PLATFORMS

The guide is a web page behind one URL. That makes integration a publishing decision, not an IT project — nothing is installed on the agency's side, no data flows into agency systems, and no procurement of infrastructure is involved.

- **Transport apps and journey planners.** A link or in-app banner from an existing app — a journey planner, an operator's own app — opens the guide in the phone's browser. No SDK, no app-store resubmission, no release cycle on the agency side.
- **Agency and council websites.** The guide embeds as an iframe or links from a visitor page, and can carry the agency's branding as a white-label deployment on the agency's own domain.
- **QR at the asset.** A poster at the stop, wharf or trailhead is a complete integration: the platform's entire distribution channel is a printed code, which is why a deployment can go network-wide in the time it takes to print and mount signage.
- **Open data in, nothing locked out.** Route and stop definitions are plain data — GTFS-compatible stop sets can seed a route — and session statistics export as CSV. Nothing is trapped in a proprietary format.
- **Standards posture.** Audio-first design serves vision-impaired visitors as a property of the design; an accessibility position against AS EN 301 549 is provided on request for tender purposes.

Typical time from agreement to a live pilot on an agency's own corridor: two to three weeks, using an unlisted link the agency's team evaluates on their own phones before anything is announced.

CONTENT AND AUTHORSHIP

All commentary is written by Andrew Sorokin, a licensed Sydney guide since 2006, and voiced using AI synthesis of his own voice. No stock or third-party voice talent is used. The Sydney content set covers 150+ points: approximately three hours of attraction narration plus a two-hour Australia podcast used as continuous fill between points. English and Russian editions are in service; each further language is a fixed-price content exercise per stop, not an engineering build.

LICENSING AND PRICING

The public never pays. The guide is free to every passenger and visitor: an open link and a QR poster are the whole distribution channel. The licence is carried by the organisation whose infrastructure or event the guide serves — a transport operator, a council, a festival. Two licence groups fit the two kinds of customer, and both sit on the same engine.

Deployment environment. The platform is designed for outdoor environments — streets, transit corridors, parks, precincts and trails — where satellite positioning is reliable. Indoor spaces are outside its design scope: GPS does not resolve inside buildings, and we say so rather than promise beacon workarounds. An outdoor site with indoor exhibits is handled by placing triggers at entrances and outdoor waypoints.

	Small Enterprise	Enterprise
Annual base licence	A\$48,000 / yr + GST	A\$98,000 / yr + GST
Typical customer	Council, open-air museum, festival, marathon or fun-run organiser, heritage line, sculpture or heritage trail	Transport operator, city network, multi-route programme
Scope	Up to 50 points active at any one time — redeployable across the year's events	Unlimited routes and events; networks above 300 points take a fixed network licence — A\$300,000 to A\$999,999 / yr + GST by size
Public access	Open link and QR — no account, no payment	Open link and QR — plus managed access as an operator tool: evaluation master keys, event-boxed batches, expiry control

Analytics	Sessions, durations, CSV export	Segmented and auditable: public, issued, evaluation — reporting fit for management and sponsors
Languages	English	Unlimited (configured per point)
Support	Email, two business days	Priority SLA with restoration targets

Point licence (annual, both groups)	Covers	Price + GST
First 50 points	Per point, per year — a stop on a line, an attraction in a city, an installation at an event.	A\$250 + GST
Points 51–150	Banded, applied cumulatively.	A\$200 + GST
Points 151–300		A\$185 + GST
Networks 301–500 points	Network licence — fixed	A\$300,000 / yr + GST
Networks 501–1,500 points	Network licence — fixed, all lines, all points	A\$999,999 / yr + GST
Above 1,500 points	By agreement, from the 1,500-point licence	POA

One-off, at commencement	Covers	Price + GST
Route setup	Per point — GPS configuration, trigger geometry, scripting, narration production (English)	A\$1,200 / point + GST
Additional language	Per point, configured against the existing point set — not a second build	A\$450 / point + GST
Discovery workshop	Two days: route definition, trigger strategy, content scope	A\$5,000 + GST
Data streaming	Passed through at cost, capped	≤ A\$10,000 / yr + GST

Points are a pool, not a route. The point licence buys concurrently active points, and the customer redeploys them across the year on the same licence — a light festival in winter, a marathon course in spring, a New Year route in December. Each new route build is charged once at setup rates; the annual licence does not change.

Terms. Three-year minimum, CPI-indexed from year two, 10% discount where three years are paid in advance. Points may be added mid-term at the prevailing band rate; a Small Enterprise licence upgrades to Enterprise by paying the difference.

What this looks like in practice

- **Council walking trail, 15 points (Small).** Setup A\$18,000 + GST + licence A\$51,750 + GST = **A\$69,750 + GST in year one**, A\$51,750 + GST thereafter.
- **A year of events on one licence (Small).** A 50-point pool carries a winter light walk (32 installations) and a marathon course (~40 points) in turn on the same licence: A\$48,000 + GST + pool A\$12,500 + GST = **A\$60,500 + GST a year**. Each event's route build is charged once — A\$38,400 + GST for the light walk, A\$48,000 + GST for the marathon course — and next season is a content refresh, not a rebuild.
- **One transit line, 30 stops (Enterprise).** Setup A\$36,000 + GST + licence A\$105,500 + GST + traffic = **approximately A\$151,500 + GST in year one**, A\$105,500 + GST thereafter — within the NSW SME direct-negotiation threshold.
- **City guide, 150 attractions (Enterprise).** Licence A\$130,500 + GST a year.
- **Whole heavy-rail network (Enterprise).** Every station on a metropolitan train network: 169 stations, licence A\$134,015 + GST a year; 227 stations, A\$144,745 + GST a year — a complete network under the NSW SME direct-negotiation threshold.
- **Full tram network, 1,600 stops (Enterprise).** Network licence by agreement, from **A\$999,999 + GST a year** — all lines, all points.

For comparison, a bespoke native-app build of comparable scope typically exceeds A\$1M before a single vehicle is covered, takes 12–18 months, and still requires app-store distribution and onboard hardware that this platform does not use. Figures for a bespoke build are an industry order-of-magnitude estimate, not a quotation.

The platform also runs Antratel's own retail city tours on the same engine — evidence that it is proven commercially, not only in pilot conditions. Escrow protects continuity of service, not ownership: if Antratel ceases to operate, the customer receives everything needed to keep the guide running on the same link.

RISK, INSURANCE AND CONTINUITY

Public liability	A\$20,000,000 — Marsh Advantage Insurance, Certificate of Currency 313548, current to 12 October 2026
Professional indemnity and product liability	To be effected prior to execution of any contract requiring it
NSW authorisation	Point to Point Transport authorisation BSP-428136
Intellectual property	

Platform designed and built in-house and owned by Antratel Pty Limited; not a licensed third-party application. Third-party components used under commercial licence, including the AI voice synthesis service, are disclosed in full in the escrow dependency register.

Technology escrow — offered as a contract term. On engagement, Antratel lodges a complete working package with an independent escrow agent, sufficient for any third-party IT team to redeploy the platform from scratch: **technical base** (source code; a register of every external service, API and dependency; step-by-step deployment documentation); **content and data** (points database — coordinates, trigger radii, direction vectors, narration text — and studio-quality master audio); and **infrastructure** (transfer of domain rights, DNS records and SSL certificates, so visitors keep using the same link).

Release conditions. The customer has no access in normal operation. The package is released on insolvency or liquidation of Antratel; unavailability of the service for more than 30 consecutive days; or a material breach of agreed service levels that is not remedied.

TRACK RECORD

Operating in Australian tourism since 2006. The platform was developed and proven on the company's own commercial tour operations before being offered to third parties, and has been in continuous public operation for six months across three live deployments. TripAdvisor recognition includes Travellers' Choice (2024, 2020) and Certificate of Excellence (2017–2019), against 246 aggregate ratings.

PLATFORM 2.0 — WHAT CHANGED SINCE MAY 2026

Architecture

- Complete engine rewrite from legacy Web Forms to **ASP.NET Core (.NET 10 LTS)** — a current, vendor-supported stack with a support horizon beyond 2028.
- **Tours as data on a shared engine.** A new city, line or festival route is configured, not programmed. Content changes publish centrally with no release cycle.
- Separate product domain **selfguideapp.com**, independent of the tour business, with a documented licensing process. All migrated URLs answer with permanent redirects, including payment-confirmation links already in customers' inboxes.

Mapping — removes a recurring cost line

- **Self-hosted vector basemap built from open data (OpenStreetMap)**, served from our own storage: no third-party map vendor licence, no per-view fees, no API keys in the page, no exposure to a foreign vendor's pricing decisions. At network scale this removes both a cost line and a dependency.
- GPU-rendered map: street and place names stay upright while the map rotates in heading-up mode; the view tilts toward the horizon like a car navigator. Hundreds of trigger zones render in milliseconds on an ordinary phone.

Trigger engine — acceptance testing with evidence

- Direction-of-travel gating is measured to the trigger point itself rather than to the landmark's marker, correcting missed narration where a marker stands far from the road it fires on. Verified against a recorded drive.
- **Every trigger decision is logged with its reason** — fired, skipped as behind the traveller, skipped for wrong direction. Acceptance testing against a running vehicle produces evidence, not impressions.
- **No double narration.** If a visitor starts a landmark by hand from the list and then physically reaches it, the GPS trigger recognises the story has already played and stays silent instead of restarting it.
- **Instant resume.** When a visitor switches away mid-tour — a phone call, another app — and comes back, the guide requests a fresh GPS position immediately rather than waiting for the next scheduled update, so narration resumes without a gap.

Access, operations and reliability

- Time-based access tokens verified server-side against the payment provider and activated on first open. Device binding with hardware-fingerprint recovery: a paid link no longer burns when a chat app's in-built browser or a corporate link scanner opens it first — the token migrates to the real device, and every migration is logged.
- **Operator console** across all guides: session history with GPS start and end points, durations, device and access type, CSV export, and one-click issuing of customer, demo and master evaluation links. Session analytics distinguish paid customers, issued links, demo keys and free trials, so usage evidence is auditable.
- Pages ship minified and roughly 40% smaller, served through an edge network. Content endpoints fail soft; a health endpoint reports runtime, storage writability and content inventory in one request.