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***ALL NEW, INTERACTIVE, MULTIMEDIA iPad TOUR  
AT ELVIS PRESLEY'S GRACELAND  
REVOLUTIONIZES GUEST EXPERIENCE***

*iPad Tour Narrated by John Stamos  
Debuted During Elvis Week 2014*

MEMPHIS, Tenn. – (August 19, 2014) Elvis Presley's Graceland in Memphis, Tenn. is revolutionizing the historic home tour experience with the addition of an interactive multi-media iPad tour at the legendary home of the King of Rock 'n' Roll. The tour, narrated by celebrated actor and Elvis fan John Stamos, debuted last week, during Elvis Week 2014, to rave reviews from visitors.

Graceland is one of the first major attractions in the United States to provide an iPad to every guest on tour, creating a fully immersive experience within the Graceland mansion and grounds. The iPads employ state-of-the-art iBeacon technology to trigger location based content enabling guests to dive deeper into the story of Elvis' life through audio, video and photos from the Graceland Archives, much of which has rarely been seen. In addition, for the first time, Graceland will offer a customized experience for kids and tweens via a separate iPad Youth tour, featuring interactive photo activities geared for younger visitors.

"Elvis was well known for being not only an early adopter, but a first adopter, and loved bringing the newest technology to Graceland, from one the first home VCRs, big screen TVs and remote controls to an early portable 'briefcase phone' and the very first microwave oven sold in Memphis," said Joel Weinshanker, Managing Partner of Graceland LLC. "We are proud to continue this legacy by bringing cutting-edge iPad and iBeacon technology to music's most iconic landmark, and offering our guests a richer, deeper and more comprehensive tour experience."

The easy-to-use interface enables visitors to see each room at Graceland like never before. QTVR images offer panoramic views of each room. Visitors tap on designated icons on the screen to access

unique, room-specific content throughout the tour. In key locations, archival photos and home movies taken from that exact spot in the home will be appear on the screen, providing visitors with an unprecedented, fully immersive tour experience.

Visitors have the ability to “like” and save content, which can then be accessed and viewed again at the end of the tour. They also have the option to email a selection of their favorite images. iBeacon technology is used throughout the tour as a navigational aid, as well as to trigger additional content including videos, trivia and more.

"When I walk into Graceland, I feel Elvis' vibe," said John Stamos. "Whether you are a longtime fan or a 5-year old, you experience a real personal connection to the King. It's an incredible honor for me to be the voice of the new iPad tour at Graceland. It's no secret that I'm a huge Elvis fan, so to be the host and guide for the hundreds of thousands of visitors who tour this incredible home every year -- well, it doesn't get better than that."

The Graceland iPad tour is only be accessible at Graceland on the provided iPad Air devices. Guests are able to choose from nine different languages and select either the adult tour or the youth tour. Unified Field, based in New York, developed and designed the iPad tour for Graceland

For more information about these new developments or to plan a visit to Elvis Presley’s Graceland in Memphis, visit [Graceland.com](http://Graceland.com).

#### **About Graceland and Elvis Presley Enterprises, Inc.**

Elvis Presley’s Graceland, in Memphis, is music’s most important and beloved landmark, with hundreds of thousands of fans from around the world visiting the historic home each year. Elvis Presley Enterprises, Inc. (EPE) manages the operations of Graceland, its related properties, including the recently-announced Guest House at Graceland, a 450-room hotel opening in fall of 2015, as well as the Graceland Archives, featuring thousands of artifacts from Elvis’ home and career. EPE also produces and licenses Elvis-themed live events, tours and attractions worldwide. Graceland Holdings LLC, led by managing partner Joel Weinshanker, is the majority owner of EPE. In 2013, Graceland was voted the #1 Iconic American Attraction by USA Today and 10Best.com readers. For more information on EPE and Graceland, visit [graceland.com](http://graceland.com).

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