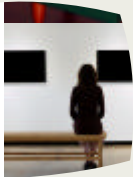




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# Newsletter

VOLUME 3, ISSUE 1 – WINTER 2009

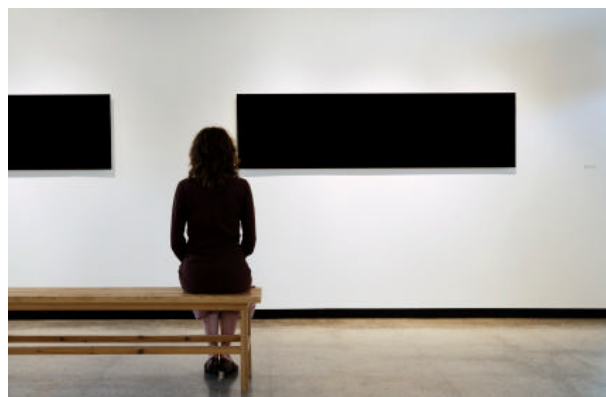
*Cell Phone Stops Provided by Tour-Mate Systems,  
for Relaunch of the AGO*

## Cell Phones Interpret The New Center of Contemporary Art at the Art Gallery of Ontario

Tour-Mate Systems has embarked on a unique partnership with the Art Gallery of Ontario that features Tour-Mate's cell phone platform at the newly designed Vivian & David Campbell Centre for Contemporary Art.

This innovative program provides Art Gallery of Ontario visitors with location based, interactive, on-demand audio experiences. Using their cell phones visitors have access to 36 different perspectives on 11 artworks in the new Centre.

Each stop is multi-layered. Each stop ranges from one to two minutes and is paired with stationary audio so that visitors can have a choice as to how they want to access gallery information. Visitors are able to experience, share and comment on the art in front of them by posting their thoughts via voicemail.



Using cell phones as an interpretive device provides an opportunity for AGO audiences to engage with art and their surroundings in a dynamic, yet intimate manner.

Neil Poch, President of Tour-Mate Systems Canada Ltd., said, "Tour-Mate's cell phone platform provides the AGO with one more tool in

its interpretive arsenal.”

The Vivian & David Campbell Centre for Contemporary Art at the Art Gallery of Ontario is housed on the fourth and fifth floors of the newly designed Frank Gehry wing. The use of Tour-Mate’s cell phone platform to provide visitors with interpretation is an example of the AGO’s on-going commitment to provoking discussion about art by engaging its audience via interactive media.

Shiralee Hudson, AGO Interpretive planner explained: "The AGO's Interpretation Team is thrilled to be working with Tour-Mate to offer visitors a new way to connect with artworks, issues and ideas using their cell phones. We hope that the audio program's multiple points of view on selected artworks will inspire debate and discussion amongst our visitors."

**Links:**

- Tour-Mate Systems Ltd.: [www.tourmate.com](http://www.tourmate.com)
- Art Gallery of Ontario: [www.ago.net](http://www.ago.net)

**About the Art Gallery of Ontario:**

With a permanent collection of more than 73,000 works of art, the Art Gallery of Ontario is among the most distinguished art museums in North America. The Gallery began an extraordinary chapter when it launched Transformation AGO in 2002. Multi-faceted in scope, Transformation AGO involves the unprecedented growth of the permanent collection, an innovative architectural expansion by world-renowned architect Frank Gehry, and the strengthening of the museum’s endowment resources. As the imaginative centre of the city, the transformed AGO will dramatically enrich visitors’ experiences and provide greater access to the full vibrancy of the art museum.

## Tour-Mate Audio Tour Supports Home Magazine Project Design

Tour-Mate supplied HOME Magazine and the trade publication REMODELING, with developer Regina Callan’s audio tour called, THE SETTLING IN THE CITY: MARNIA GREEN SHOWCASE in San Francisco’s Marina District. Audiences used Tour-Mate’s SC550 to listen to Regina and HGTV’s Joe Ruggiero deliver a detailed tour throughout the eco-conscious restored, 5000 square foot, 74-year old Spanish Mediterranean home.

For more information about the tour, please see:

<http://inthecity.homemag.com/project.html>

## FIND US NEXT AT THESE CONFERENCES:



**CAM (CALIFORNIA ASSOCIATION OF MUSEUMS):**

SAN FRANCISCO, CA,  
FEBRUARY 26-27, 2009

**APPL (ASSOCIATION OF PARTNERS FOR PUBLIC LANDS):**

BALTIMORE, MARYLAND,  
MARCH 3-4, 2009

**TAM (TEXAS ASSOCIATION OF MUSEUMS):**

EL PASO, TX,  
MARCH 17-20, 2009

**CMA (CANADIAN MUSEUMS ASSOCIATION):**

TORONTO, ON,  
MARCH 25-28, 2009

**MUTUAL CONCERNS OF AIR AND SPACE:**

OTTAWA, ON,  
APRIL 18-21, 2009

# Southern & Eastern Kentucky Adopts EB100 Technology *To provide Sustainable Eco-friendly Tours*

The EB100 has been making eco-friendly stops throughout North America. They will soon be found at 15 community stops along the National Scenic Byway routes in Kentucky; locations such as Red River Gorge, Wilderness Road, and Country Music Highway.

By using the EB100, visitors will choose where and when to access information. Using EB100's visitors will not have to download tours or worry about equipment. Tour stops will be placed near gazebos and will have several messages at each location.

The EB100 is powered by a hand-crank. Users select buttons to listen to a variety of messages and turn the hand-crank to generate the energy required to listen to these messages.

What makes the EB100 so unique is that it requires no external power source nor does it require batteries. As such it is an ideal interpretive solution for scenic stops on walking trails, beaches, byways and gardens.

The EB100 can also be found at:

- Banff National Park, Banff, AB
- Assiniboine Park Zoo, Winnipeg, MB
- Museum of Arts & Science, Daytona Beach, FL
- Idaho Human Rights Education Center, Boise, ID
- Turtle Bay Exploration Park, CA
- Santa Barbara Zoo, CA



*EB100 pictured here at Banff National Park,  
Banff, Alberta, Canada*

#### **EB100 Features:**

##### **CONSTRUCTION**

- Rugged Design
- Weather Resistant Enclosure
- Marine Rate Speaker
- Hinged, secure message memory card slot
- Mounting for a signage face plate for descriptive text, graphics, button descriptions

##### **DIMENSIONS**

- 4-button W-12" x D-8" x H-14" (30.5 cm x 20.3 cm x 35.6 cm)

##### **MOUNTING**

- 2L-shaped brackets supplied for mounting the EB100 to pressure treated posts
- Pole bracket or custom mounting solutions available upon request

# Around the Office



Miroslav Krsmanovic recently joined the Tour-Mate team as a Service Technician. He is working with our clients, to provide:

- on-site installation of new systems.
- on-site/factory maintenance and repair work.
- audio tour editing & digitizing.
- on-site client Software training.
- general Hardware & Software technical support for Tour-Mate products.

Miro is an admitted technophile. He enjoys travel thus making him a good match for his position. "I enjoy traveling and seeing new places, which is why I like working at Tour-Mate. It gives me the opportunity to both work with technology and to see and experience new places." Miro is also an avid reader, and in his spare time, he can be found with his latest literary acquisition.



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## About Tour-Mate

Headquartered in Toronto, Tour-Mate develops and markets self-guided *audio tour* systems for the interpretive market. We have installed systems in the United States, Canada, United Kingdom, Puerto Rico, Australia, *China and Macao*. Millions of visitors have experienced Tour-Mate *audio tours* in museums, art galleries, historic sites, zoos, aquariums, and botanical gardens. Our high quality, easy to *use* hardware and creative approach to content creation ensures that each *visitor* has a significantly enhanced visit experience. Tour-Mate has over 16 years of experience, including the provision of audio tours to museums such as *the Art Gallery of Ontario, the Montreal Museum of Fine Art, the Vancouver Art Gallery, and the Corning Museum of Glass*. Our commitment to customer service is second to none. For more information please visit:

[www.tourmate.com](http://www.tourmate.com)