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Newsletter

VOLUME 5, ISSUE 1 – FALL 2011

EMPIRE STATE BUILDING

The Empire State Building is one of the world's most famous landmarks. The Observation Deck concessionaire recently determined that a new audio tour device was required to meet visitor demand.

Visitation to the Empire State Building Observation Deck fluctuates seasonally, from a low of 10,000 visitors per day to a high of 20,000 visitors per day. The Observation Deck is open to the public for 18 hours per day, 7 days a week.

When the Observation Deck concessionaire approached Tour-Mate, it had 4 critical criteria that the audio tour provider had to meet:

- Value pricing
- Long usage cycle between recharging of hand-held units
- Quick service turnaround time
- Variable amount of hardware to accommodate visitor seasonality



Image of the Empire State Building - © istockphoto.com

Subsequent to a side by side trial, one that compared Tour-Mate's product, pricing, and service to that of a competitive offering, the Observation Deck concessionaire selected Tour-Mate to be its audio tour hardware provider.

The SC550 system deployed at the Empire State Building Observation Deck is Tour-Mate's 6th generation hand-held Wand system.

Conan O'Brien Fan Art Exhibit Uses Tour-Mate SC550 Wands

Late-night comedian Conan O'Brien returns to New York City on October 31. To celebrate, TBS presents *NY COCO MoCA: The Museum of CONAN Art* at the Time Warner Center.

Open Oct. 24 – Nov. 3, the display includes more

than 50 pieces of Conan fan art through a variety of media. An Audio Tour accompanies the exhibition. The tour is narrated by Conan O'Brien and Andy Richter and is delivered via the SC550 Listening Wand system.

PRODUCT UPDATE – TourMedia Handheld Multi-Media Player

At Tour-Mate we strive to offer the best tour platform technology. As such, we are proud to introduce our newest platform – the Tour-Mate TourMedia. This stylish, handheld unit is our first ever multi-media player, combining text, audio, imaging and video.

Using its hi-resolution 2.4” screen, the Tour-Mate TourMedia can present images and videos to engage visitors. The rechargeable lithium-ion battery provides long life between recharges.

With eye-catching colors, the Tour-Mate TourMedia is robust and is very simple to maintain. User friendly software makes on-site content updates easy.

For complete product specifications please visit our website at www.tourmate.com or contact a Tour-Mate Client Service representative at 800-216-0029.



*Tour-Mate TourMedia
Handheld Multi-Media Players*

Jump in the Saddle at the Country Music Hall of Fame® and Museum!

Since its \$37 million renovation in 2001, one of the most popular features of the Hall has been its self-guided audio tour. The tour is narrated by celebrities like Dolly Parton and Vince Gill who share behind the scenes stories, insider tips, and personal insights.

Initially, the Country Music Foundation’s Country Music Hall of Fame® and Museum presented the tour to its visitors via Tour-Mate’s SC500 Wand system. This year, the museum upgraded its hardware to Tour-Mate’s latest version of the SC550 system.



Image © istockphoto.com

Be sure to check out Tour-Mate’s NEW website
at www.tourmate.com

FIND US NEXT AT:

**NATIONAL ASSOCIATION
FOR INTERPRETATION
(NAI)**

ST. PAUL, MN
Nov 8–12, 2011

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

LAS VEGAS, NV
MARCH 4 – 8, 2012

**TEXAS ASSOCIATION OF
MUSEUMS (TAM)**

SAN ANTONIO, TX
MARCH 27-30, 2012

**AMERICAN ASSOCIATION
OF MUSEUMS (AAM)**

ST. PAUL, MN
APRIL 29 – MAY 2, 2012

VIRGINIA MUSEUM OF FINE ARTS



Image of the Fabergé Egg
© Fotolia

The name Fabergé is synonymous with refined craftsmanship, jeweled luxury, and the last days of the Russian Imperial family. The array of enameled picture frames and clocks, gold cigarette cases and cane tops, hardstone animals, and flowers in rock crystal vases, continue to fascinate today just as they did when first displayed in the windows of Fabergé's stores in St. Petersburg, Moscow, and London.

Tour-Mate Systems recently produced the audio tour for the Virginia Museum of Fine Arts' *Faberge Revealed* exhibition.

The tour was written and produced by Tour-Mate's content creation team and was delivered to exhibition visitors via Tour-Mate's SC550 Listening Wand system.

Chagall at the Art Gallery of Ontario

From October 18, 2011 to January 15, 2012, the Art Gallery of Ontario presents *Chagall and the Russian Avant-Garde*.



Image courtesy of AGO

The collection, on loan from the Centre Pompidou in Paris, comprises of 118 works including painting, sculpture, works on paper, photography and film.

The exhibition's audio tour was produced by Tour-Mate and is delivered to exhibit visitors via the Tour-Mate SC550 hand held Listening Wand system.

WISCONSIN STATE PARKS

In July, the AT&T Pioneers in Wisconsin celebrated their organization's 100th anniversary.

For their "Sparking Change in Community Parks" initiative, the AT&T Pioneers installed 10 Accessible Eco-Boxes throughout Wisconsin State Parks.

As Karen Schilling, a member of the Wisconsin AT&T Pioneers wrote about the Eco-Box installation,

"Some school kids came by when we had it out and a couple took turns turning the crank and listening to the narrative. Pretty cool!"

These durable outdoor devices are designed to withstand the harshest of weather conditions. From the freezing cold to summer heat, the Eco-Box is designed to continually deliver high-quality audio for visitors to enjoy. A lead free product, this user-powered device is designed to have a minimal ecological footprint on its surrounding environment. This is paramount to preserving Wisconsin State Parks natural integrity.



Photo courtesy of:
AT&T Pioneers and Wisconsin State Parks

TORY'S STORY

We would like to introduce Tory Nash, the newest addition to the Tour-Mate Client Services team.

Tory joins us as an Assistant Project Director. He is responsible for assisting with all Tour-Mate sales and service activities. He will be based in our Toronto offices.

Originally from Vancouver Island, Tory recently moved to Toronto from Vancouver. He is a graduate of the Sauder School of Business at the University of British Columbia. He brings with him extensive experience from the West Coast tourism industry, where he worked on ski hills, cruise ships and for surf shops.

When not working, Tory enjoys outdoor recreation, travel, movies and riding his bicycle. His favorite food is sushi.



Tory will be attending NAI this November, so if you will be at the convention, please drop by and say hello.

You can reach him at tnash@tourmate.com.



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About Tour-Mate

Headquartered in Toronto, Tour-Mate develops and markets self-guided audio and multimedia tour systems for the interpretive market. We have installed systems in the United States, Canada, United Kingdom, Puerto Rico, Barbados, Japan, Australia, Switzerland, 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 each visitor a significantly enhanced visit experience. Tour-Mate has over 20 years of experience, including the provision of tours to attractions such as the Art Gallery of Ontario, Montreal Museum of Fine Arts, Virginia Museum of Fine Arts, The Alamo, Mount Rushmore, the Walt Disney Concert Hall, and the Albright Knox Art Gallery. Our commitment to customer service is second to none.

For more information please visit: www.tourmate.com