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Newsletter

VOLUME 6, ISSUE 1 – WINTER 2012

BATA SHOE MUSEUM

Toronto's Bata Shoe Museum is the world's largest museum dedicated 'sole-ly' to footwear. With over 10,000 items, the museum researches, collects, preserves and exhibits footwear from around the world. The museum features four main galleries, of which three galleries are dedicated to time-limited exhibitions.

The Bata currently utilizes *Tour-Mate Mobile's* dial in cellular phone tour system. To expand its interpretation, the Bata Shoe Museum is adding the Tour-Mate TourMedia multimedia tour system. The TourMedia is a robust handheld device that plays audio, images and video. Easy programming and updating of TourMedia content makes it an ideal interpretive platform to accommodate the many travelling exhibitions that visit the museum. To find out more about the Bata Shoe Museum, visit www.batashoemuseum.ca.



© Bata Shoe Museum, Philip Castleton

PICASSO: MASTERPIECES FROM THE MUSÉE NATIONAL PICASSO, PARIS AT THE ART GALLERY OF ONTARIO

Tour-Mate Systems will once again provide audio interpretation for the Art Gallery of Ontario at the upcoming exhibition *Picasso: Masterpieces from the Musée National Picasso, Paris*. More than 150 of Picasso's paintings, sculptures, prints and drawings will be on display to AGO visitors. The exhibition covers a major survey of masterworks from one of the most inventive and influential artists of the 20th century.

This is the exhibition's final stop after a 3 continent tour. The exhibition will run from May 1 – August 26, 2012. The audio tour will be delivered to exhibition visitors via the Tour-Mate SC550 hand held Listening Wand System. For more information, please visit www.ago.net

NATIONAL MUSEUM OF THE PACIFIC WAR FREDERICKSBURG, TEXAS

Image courtesy of the National Museum of the Pacific War



The National Museum of the Pacific War in Fredericksburg, TX, tells the story of the epic battles fought by the United States in the Pacific Theatre during WWII. Fredericksburg is the birthplace of Fleet Admiral Chester Nimitz who was commander of over 2 million men and women, 5,000 ships and 20,000 planes in the Pacific Theatre. The museum uses artifacts and media to educate the public about American involvement in the Pacific from the pre-war period through to Japan's surrender.

Spread over 6 acres, the museum comprises of a variety of venues, including the historic Nimitz Steamboat Hotel, the newly renovated George H.W. Bush Gallery, a Japanese Garden of Peace, a 3-acre battle recreation, and a plaza honoring the ten U.S. Presidents who served in the Pacific Theatre. Tour-Mate Systems produced both English and Spanish audio tours for the museum. Tours are provided to all visitors via SC550 Listening Wands.

For more information on the National Museum of the Pacific War, please visit www.nimitz-museum.org.

Staten Island Greenbelt

With 2800 acres of parkland and 35 miles of hiking trails, the Staten Island Greenbelt is a magnificent area owned by the City of New York. Maintained by the City's Department of Parks and Recreation, its forested hills run the length of Staten Island's mid section, with wetlands and kettle ponds filling much of the low-lying areas.



Image courtesy of State Island Greenbelt

To increase its interpretive reach, the Greenbelt is installing Tour-Mate's Eco-Box and SC550 audio wand interpretive platforms. For more information on the Greenbelt visit www.sigreenbelt.org.

YVES SAINT LAURENT AT THE DENVER ART MUSEUM

From March 12, 2012 to July 8, 2012, the Denver Art Museum will host the only American stop of *Yves Saint Laurent: The Retrospective*. A collaboration with The Foundation Pierre Bergé – Yves Saint Laurent, this sweeping retrospective showcases the famed designer's 40 years of creativity. The exhibition includes over 200 haute couture garments complemented by photographs, drawings and films. The exhibit highlights Yves Saint Laurent's style and the historical impact of his work from his early days at fashion house Dior through to the splendor of his final evening gowns.

Tour-Mate collaborated with Museum staff to produce the audio tour for this remarkable exhibit. With audio delivered via the Tour-Mate SC550 Listening Wand system, visitors will gain unique insights and a behind-the-scenes perspective into the world of Yves Saint Laurent.

For more information on the Denver Art Museum and the upcoming Yves Saint Laurent exhibit, please visit www.denverartmuseum.org.

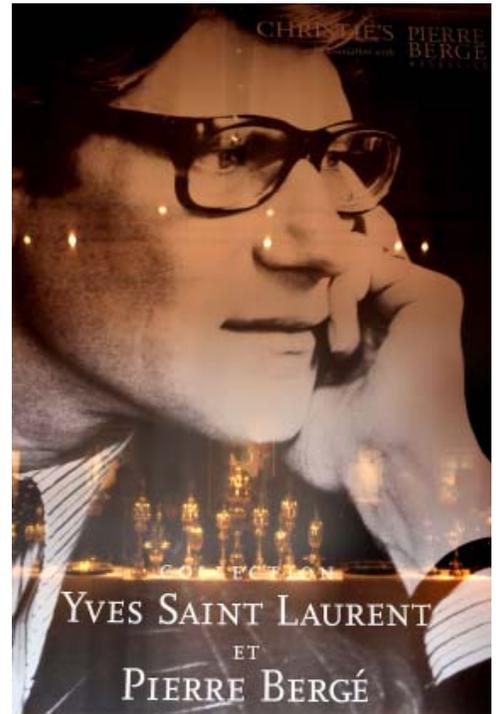


Image © istockphoto.com

PRODUCT UPDATE – Tour-Mate Mobile Applications

With the proliferation of smart mobile technologies, institutions can now leverage these technologies to form deep relationships and connections with their audiences. Applications (or Apps as they are normally called), offer institutions an innovative and exciting way to present content and engage audiences. Furthermore, it gives institutions an opportunity to connect with new audiences and expand the visit experiences beyond their four walls.

Programming and creating Apps for a variety of devices and platforms is a highly specialized activity. In order to offer an easy yet powerful and intuitive platform that institutions can use to create and manage their own Apps, Tour-Mate has partnered with leading Mobile App providers.

Smart phone tours can be a terrific complement to an existing tour, or can be a great way to launch a new site tour. Mobile application tours for smartphones and tablets should be considered by institutions looking to provide easy to manage, technologically innovative interpretation.

Contact Tour-Mate or visit www.tourmate.com/what-we-do/ to see how you can:

Image © bigstockphoto.com

- Offer Apps across platforms on the Apple iOS, Android OS and web applications
- Create engaging audio and video, interactive maps, text and thumbnails
- Keep your visitors up-to-date with RSS feeds
- Provide multiple ways to access content
- Connect virally via social media such as Twitter, Facebook



The Biloxi Lighthouse Park and Visitor's Center

The Biloxi Lighthouse Park and Visitor's Center opened its newly constructed \$11 million visitor's center in August 2011. Built on the foundation of a historic mansion destroyed by Hurricane Katrina, the Visitor's Center houses informational displays, the Biloxi Chamber of Commerce, various art pieces and a 2500-square-foot museum dedicated to the history of Biloxi.

A self-guided audio tour scripted and produced by Tour-Mate and delivered via the SC550 Listening Wand system interprets the Visitor's Center. To learn more about the Biloxi Lighthouse Park and Visitor's Center, please visit www.biloxi.ms.us.

For information about Tour-Mate's different interpretive products and service, visit us at

www.tourmate.com

FIND US NEXT AT:

**VIRGINIA ASSOCIATION
OF MUSEUMS (VAM)**
NEWPORT NEWS, VA
MARCH 17-20, 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

MEET STEPHEN

Originally from Long Island, NY, Stephen Reingold works at Tour-Mate in the Technical Support Department.

Stephen wears many hats within the company. He provides telephone support to clients, makes service calls, performs system installations, provides on-site software training, and develops software and hardware testing and repair protocols. In his travels, Stephen has provided on-site technical services for many of Tour-Mate's clients, including The Alamo, the Empire State Building, the Walt Disney Concert Hall, the Country Music Hall of Fame and the Maui Ocean Center. Stephen's latest role has been in product development. He led development on Tour-Mate's new self-powered outdoor audio Solar Eco-Post.

In his spare time Stephen enjoys working on his 1980 Kawasaki 1000. Based in Toronto, Stephen is available to answer your technical questions.



Tour-Mate Systems Ltd.
137 St. Regis Crescent South
Toronto, ON M3J 1Y6

7676 Netlink Drive
Victor, NY 14564

Phone:

800-216-0029
416-636-5654

Fax:

416-636-9541

E-mail:

info@tourmate.com

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