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Newsletter

TOUR-MATE PROUDLY PRESENTS TOURMEDIA TOUCH: NORTH AMERICA'S FIRST 5" PURPOSE BUILT TOUCH SCREEN TOURING GUIDE

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In an on-going effort to engage, educate and entertain visitors to client attractions, Tour-Mate is always seeking new technologies and interpretive tools to expand the way clients reach out to their visitors. The latest addition to Tour-Mate's diverse portfolio of interpretive platform is a hand held, 5" purpose built Android based touch screen player – the Tour-Mate TourMedia Touch.

The TourMedia Touch is the next generation in Tour-Mate's TourMedia suite of cutting edge self-guided tour delivery platform. The TourMedia suite offers the flexibility to present content exactly as you would like to present it to your visitors. These multimedia players combine audio, images, video and text to create unique and memorable tours. Consisting of the TourMedia and the TourMedia Touch, the TourMedia suite's open platform architecture makes tour changes and updates easy, quick and intuitive – even for non-technical staff!

The new TourMedia Touch features an Android operating system and a large 5" touch screen with a 480 by 800 resolution. Additionally, the device supports multi-platform social media integration. The TourMedia Touch player is WIFI enabled. Proprietary software distributes software updates and content in parallel to a network of connected modular racks and players.

Unlike most multimedia devices used to provide tours, the Tour-Mate TourMedia Touch is 'purpose built' for the self guided tour market. Its custom designed high capacity battery ensures that units will work an entire day without needing to be recharged. The Tour-Mate TourMedia Touch is also rugged-ized for repeated usage in high volume environments.

As the Tour-Mate TourMedia Touch is Android based, institutions opting for this device can utilize one tour app that will run on both the TourMedia Touch players and a visitor's own smartphone.



PHILADELPHIA'S EASTERN STATE PENITENTIARY OFFERS RICH MEDIA AND ACCESSIBLE TOURS USING THE TOURMEDIA MULTIMEDIA PLAYER SYSTEM

A historic prison, Philadelphia's Eastern State Penitentiary played a pivotal role in defining the revolutionary system of separate incarceration in the United States. The prison pioneered a penitentiary system which emphasized principles of reform rather than punishment. Currently a U.S. National Historic Landmark, the penitentiary has been open to the public as a museum since 1994. The penitentiary's status as a semi-ruin makes it a perfect attraction to host a multimedia tour.

Beginning in March 2013, the Tour-Mate TourMedia self-guided multimedia player will be delivering rich interpretation to visitors. One of Tour-Mate's newest hardware platforms, the TourMedia uses audio, still images, and video content to interpret the site. This Tour-Mate compiled tour will illuminate the penitentiary's history and bring its hidden stories to life. Using the TourMedia's onboard content building architecture, images and archival recordings come to life.

In an ongoing effort to engage all visitors to the Penitentiary and make the tours accessible for all, Tour-Mate will also be providing a text-based tour for hearing impaired visitors. On screen text accompanies audio for low vision visitors, enabling them to fully enjoy their visit.

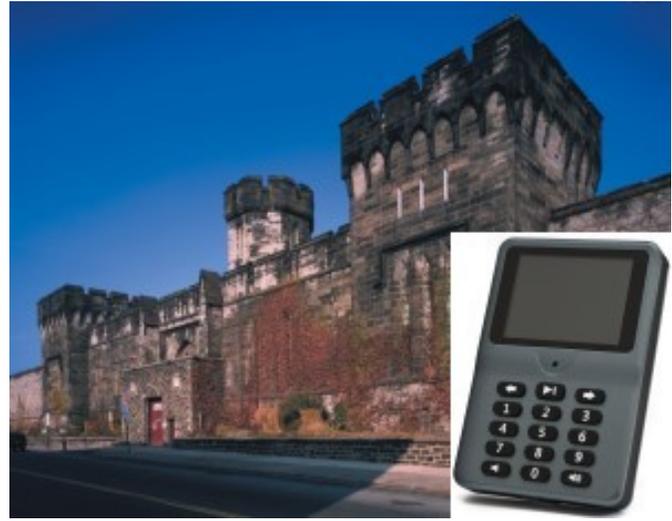


Image © Eastern State Penitentiary

DISCOVER THE STORIES AND SECRETS OF FLORENTINE ART AT THE ART GALLERY OF ONTARIO

The Art Gallery of Ontario in Toronto, ON, is currently hosting a large-scale exhibition of Florentine masterpieces, presented in partnership with the world renowned J. Paul Getty Museum in Los Angeles. Running March 16th to June 16th, 2013, *Revealing the Early Renaissance: Stories and Secrets in Florentine Art* is comprised of more than 90 key pieces from the first half of the 14th century. The exhibition is the first of its kind in Canada. Many of the treasured works have never travelled before, and may not again for generations to come.

The self-guided audio tour for this exhibition will be presented using Tour-Mate's SC550 Listening Wand. Past tour successes at the AGO include:

- Picasso: Masterpieces from the Musée National Picasso, Paris
- Chagall and the Russian Avant-Garde
- Julian Schnabel: Art and Film
- Catherine the Great



AGO
Art Gallery of Ontario

Image courtesy of the Art Gallery of Ontario.

AFTER HOURS AND OFF-SEASON MARKETING USING TOUR-MATE'S SOLAR ECO-POSTS

The Muskoka Boat and Heritage Centre in Gravenhurst, ON, is a one-of-a-kind attraction that embodies what summer truly means in Muskoka. The facility promotes and preserves the traditions of steamships, boat construction, and the early/mid-20th Century resort era. In summertime, the centre offers daily steamship cruises throughout Muskoka aboard the historic R.M.S Segwun.



Image courtesy of the Muskoka Boat and Heritage Centre.

To interpret outdoor spaces, the Muskoka Boat and Heritage Centre has installed Tour-Mate Solar Eco-Posts. These 'mains free' outdoor, solar powered stationary audio kiosks provide push button audio messages year round, including during after hours and during the off-season winter months when the cruises do not operate. They welcome visitors and inform them about the wharfs and area's history.

Christi Gardner, Sales Manager at the centre, wrote, "The Eco-Posts are a great way to communicate audio information to our customers when we are not around. Recording messages and loading the memory card was a very simple process."

BUREAU OF ENGRAVING AND PRINTING EXPANDS ITS INTERPRETIVE REACH THROUGH AUDIO DESCRIBED TOURS

The Bureau of Engraving and Printing (BEP) is the government agency within the United States Department of the Treasury that designs and produces paper currency for the Federal Reserve. For years, the production facility in Fort Worth has been using Tour-Mate's SC550 Listening Wand System to facilitate self-guided tours. The intuitive, rugged and reliable design of the SC550 Listening Wands has proven extremely popular with visitors touring the facility; so popular that BEP recently expanded its SC550 System to extend its audio interpretation to a larger audience.

Tour-Mate originally produced the tour in English only. Recently a Spanish language tour was produced for BEP. This Spring, Tour-Mate will be producing a Descriptive Audio version of the BEP tour to assist those visitors who have visual impairments. The SC550's Talking Keypad function, which gives audio cues to users as to which buttons have been pressed, further enables the SC550 wand to provide this accessible tour.

For information about Tour-Mate's different interpretive products and services, visit us at www.tourmate.com



FIND US NEXT AT:

**INTERNATIONAL TRAILS
SYMPOSIUM**
SCOTTSDALE, AZ
APRIL 14 - 17, 2013

**AMERICAN ASSOCIATION
OF MUSEUMS (AAM)
ANNUAL MEETING**
BALTIMORE, MD
MAY 19 - 22, 2013

**FLORIDA ASSOCIATION
OF MUSEUMS (FAM)
ANNUAL MEETING**
FORT LAUDERDALE, FL
SEPT 9 - 12, 2013

EXPERIENCE THE STORY BEHIND TOM WESSELMANN'S POP ART AT THE VIRGINIA MUSEUM OF FINE ARTS

This spring, the New Market and Altria Galleries at the Virginia Museum of Fine Arts will be showcasing *Pop Art and Beyond: Tom Wesselmann*. Internationally famous for his *Great American Nude* series, American



Image courtesy of the Virginia Museum of Fine Arts.

Painter Tom Wesselmann is regarded as one of the leading figures in the vanguard of

American Pop Art. Similar to his contemporary, Andy Warhol, Tom Wesselmann forged a new movement using materials and images of everyday popular culture. This exhibition is particularly significant in that Wesselmann has never before been the subject of a major North American retrospective.

The audio tour is being produced by Tour-Mate's Production Team, using professional narrators accompanied by music and sound effects. Tour-Mate's hand-held SC550 Listening Wand, will be used to provide the audio tour to guests and immerse them in Wesselmann's world. Known for its rugged design and ease of use, the SC550 is the perfect choice for this high volume exhibition.

Pop Art and Beyond: Tom Wesselmann runs April 6th to July 28th, 2013. The VMFA will be the only East Coast U.S. venue for this landmark exhibition.

About Tour-Mate



Tour-Mate has been offering Interpretive Solutions since 1988. Millions of people have taken Tour-Mate tours in museums, art galleries, historic sites, zoos, aquariums, botanical gardens, national parks, and commercial establishments. Our high quality, easy to use hardware and software, as well as our approach to content creation ensures that each visitor has a significantly enhanced visit experience.

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From script creation to production, translation to recording, selection of delivery platforms, installation and operation, our experienced team can assist you each step of the way to ensure that you communicate your interpretive vision to your visitors in a fun and engaging way.

Tour-Mate offers clients a fully integrated interpretive experience on multiple platforms. Our products include the compact, robust and affordable TourMedia and TourMedia Touch multimedia guides, the easy to use SC550 Listening Wands, the Solar and Eco series of products, the innovative and cutting edge TM Mobile platform, and our Group Guide line of products. Tour-Mate empowers its clients by offering them with the necessary software tools to allow them to edit, and/or create new tours on-site.

'Taking care of our clients' needs' has been the cornerstone of our success. Whether your institution has one hundred visitors or one million visitors, your total satisfaction is our primary goal.