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# Newsletter

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**CANADA'S NEWEST AND COOLEST TOUR EXPERIENCE!**



*Photo courtesy of Brewster Travel Canada*

Imagine life like you have never seen before! This is what visitors to Canada's newest and coolest attraction, the [Glacier Skywalk](#), are going to experience. Nine hundred and eighteen feet between land and sky, visitors will encounter life in the Alpine zone. One of the world's first purpose-designed inclusive, and barrier free experiences is sure to enthrall all visitors.

Opening May 1<sup>st</sup> 2014 in Jasper National Park, the Glacier Skywalk is entwined with the natural environment. The structure is built into native bedrock, with weathering steel, glass and wood. These materials, free of paint and other toxins, mirror, rather than retract from, the natural environment.

To engage, educate, and inform visitors about this new award-winning awe-aspiring experience, Tour-Mate's Emmy nominated producer, wrote and created audio tours in English, French, Japanese, Mandarin and Korean. The objective of the tour is to lead visitors through an audio interpretive journey as they travel through the dramatic Albertan landscape. This experience is being delivered using the Tour-Mate's SC550 hand held Listening Wand System. The SC550 Listening Wands are a tried-and-tested delivery devices perfect for large scale audio interpretation. Designed to be user-friendly, these durable Wands have a lengthy battery life. As such, operational staff can redistribute each Wand to multiple visitors without recharging between uses.

For more information on Brewster Glacier Walk please visit <http://glacierskywalk.ca>

For more information on the SC550 Listening Wand System, please visit <http://tourmate.com>.

## TOUR-MATE DELIVERS THE NEW GOLDEN BREWERY TOUR



How nice would it be to cool off in the “fresh beer room,” where you would sip a cold sample and rest on ice-cube benches in a refrigerated room? This is possible during the Golden Brewery Tour where you can see and taste traditional brewing at the foot of the Rocky Mountains in Golden, Colorado. Your tour takes place in the world’s largest single-site brewery. The brewery experience includes a 30-minute self-paced tour highlighting our malting, brewing and packaging processes.

In July of 2008, Coors Brewing Company and Miller Brewing Company joined together. The result is MillerCoors. The Golden Brewery is under that MillerCoors umbrella. Having offered audio tours for many years, MillerCoors new collaboration with Tour-Mate resulted in the creation of a solution that is engaging, accessible, intuitive, and reliable for its visitors. Working closely with the interpretive team at MillerCoors, Tour-Mate created and produced multilingual audio tours in 5 different languages – English, French, Spanish, German, and Mandarin. These engaging self-guided audio tours are being delivered using Tour-Mate’s SC550 Listening Wand System.

To address the interpretive needs of visitors to the brewery that have hearing impairments, Tour-Mate created text based versions of the tours in all the languages and delivers them through the TourMedia Multimedia platform. This small yet robust multimedia handheld device is capable of offering interpretation through a variety of different media; text, images, audio and video.

For more information on Golden Brewery Tours, please visit

<http://www.millercoors.com/golden-brewery-tour.aspx>

For more information on the SC550 Listening Wand System, please visit

<http://tourmate.com>.

For more information about the TourMedia player please visit <http://tourmate.com>



## INTERACTIVE MOBILE EXPERIENCE AT THE MUSEUM OF RUSSIAN ICONS

The Museum of Russian Icons is the largest collection of its kind in North America, and one of the largest private collections outside Russia. Located in Clinton, Massachusetts, the collection includes more than 500 Russian icons and artifacts.

Tour-Mate is proud to announce that The Museum of Russian Icons collection will now be offering a rich, interactive mobile experience through web browser enabled devices. The Web application will use some of the digital assets from the existing SC550 Listening Wand tour and combine them with new content creating a truly memorable experience.



Management of the digital assets and editing the Web Application content is handled through Tour-Mate’s Content Management System. A 24/7 online portal allows staff at the Museum to create and publish Web Applications which work across all smart phone devices, (Android, Blackberry, Apple, Windows etc.).

This multilingual, rich multimedia App is available on any device with web browser access. A URL determines the location of the query and automatically connects the visitor to the App.

To access the Museum of Russian Icons Web App, please visit <http://appguide.me/mri>

For more information on Tour-Mate’s Mobile Solutions, please visit <http://tourmate.com>

## SPADINA MUSEUM TO ENHANCE VISITOR ENGAGEMENT WITH A MULTIMEDIA LANDSCAPE TOUR



Austin Terrace in downtown Toronto will never look the same. This spring, historic Spadina Museum Historic House and Gardens will launch its first, self guided multimedia tour. Utilizing the TourMedia Touch player, visitors to the Spadina Museum will be able to take a tour of its magnificent grounds.

The 19 stop tour features original videography, married with archival still images and recorded audio. Archival imagery is presented in slide show mode which is synchronized to the audio track. Visitors will be able to access stops from a thumbnail list, or can call up a map of the grounds and simply touch the number on the map associated with the stop they would like to access.

The tour is being delivered on Tour-Mate's state of the art TourMedia Touch player. The TourMedia Touch is a purpose built, multimedia touring device which combines brilliant color playback with a long life battery.

Atul Garg, Tour-Mate's Director of Marketing and Sales had this to say about the Spadina Museum project; "The Spadina Museum is a spectacular site that has a rich historical significance to the City of Toronto. We are excited that the City of Toronto selected Tour-Mate to deliver the Landscape Multimedia Tour highlighting the grandeur of the Estate's gardens during the Austin family's occupancy. Delivering this rich content on an intuitive and purpose built multimedia touring device, will ensure that all visitors to the Spadina Museum, have an enhanced visit experience."

## DISCOVER TWO GIANTS OF 20TH-CENTURY ART AT THE ART GALLERY OF ONTARIO

The Art Gallery of Ontario in Toronto, ON, is currently hosting two giants of 20<sup>th</sup>-century British art in a new major exhibition. Running from April 5<sup>th</sup> to JULY 20<sup>th</sup>, 2014, *Francis Bacon and Henry Moore: Terror and Beauty* is comprised of more than 130 artworks, including paintings, sculptures, drawings, photographs and archival materials. This is the first Canadian exhibition of Bacon's work and includes over 50 Moore pieces from international lenders. This exhibition draws on the artists' experiences during times of conflict and violence, including the London Blitz of the Second World War, to examine how confinement and angst fostered their extraordinary creativity and unique visions.

The self-guided audio tour for this exhibition is presented using Tour-Mate's SC550 Listening Wand system.

Laura Comerford, the exhibition Project Director for the AGO had this to say, *"As the AGO planned this exhibition, we recognized that some of the artworks and themes we wanted to explore had the potential to be challenging and difficult for some visitors. With this in mind, the project team decided to enhance the visitor experience through an audio tour, featuring interpretations of the artworks by a curator, a philosopher, an artist and a psychiatrist. By all accounts, this guide has been well received by our visitors, and is giving visitors the much needed gateway to understanding these important artworks. And of course, the Tour-mate system is an excellent and reliable way to deliver this content"*.

Past tours for the AGO using Tour-Mate as the tour guide system provider 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

For more information on the AGO, please visit [www.AGO.net](http://www.AGO.net)

*Image courtesy of the Art Gallery of Ontario.*



## TODMORDEN MILLS GOING SOLAR!



Todmorden Mills has taken delivery of multiple Tour-Mate Solar Eco-Posts and Solar Sign Kits to provide outdoor interpretation to visitors to its site located in the heart of the Don River Valley, adjacent to downtown Toronto.

Todmorden Mills Heritage Site dates back to the early 19th century and consists of historic buildings that once made up the small industrial community of Todmorden. Additionally the site contains 9.2 hectares of wildflower preserve complete with walking trails, dry and wet meadows, swamp lands and a pond. Solar Posts and Solar Sign Kits will be located along these trails for visitors to receive information year round.

The site is open seven days a week. For more information on Todmorden Mills Heritage Site please visit: <http://www1.toronto.ca/>

### MAKING SIGNAGE ACCESSIBLE USING SOLAR AUDIO

Fairfax County Parks Authority has embarked on a pilot project to make the interpretive signage at its parks more accessible to users with visual impairments. Using the Tour-Mate Solar Eco-Post platform, Fairfax County Parks Authority will be offering audio described information about the Redoubt Freedom Hill interpretive signage.

For more information on Tour-Mate's line of Solar Eco products, please visit <http://tourmate.com>



*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.*

*From script creation to production, translation to recording, selection of delivery platforms to installation and operations; 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 such as handheld audio and multimedia devices, cutting edge mobile solutions, innovative and eco friendly stationary outdoor interpretive platforms and accessible group guided systems. 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.*



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