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FOR IMMEDIATE RELEASE

TOUR-MATE TELLS THE STORY OF BIO-DIVERSITY AT FRANK GEHRY DESIGNED BIOMUSEO DE PANAMA

February 14, 2014 – The BioMuseo de Panama was designed to tell the story of how the Isthmus of Panama emerged from the sea, uniting two continents and separating a large ocean in two, forever changing the planet's biodiversity.

Designed by world-renowned architect Frank Gehry, it is his first work in both Latin America and the tropics. The Museum comprises 4,000 square meters and contains eight permanent exhibition galleries, a public atrium, a space for temporary exhibitions, a shop, a café and multiple external displays in a botanical garden. The exhibition space was designed by Bruce Mau Design.

Tour-Mate was selected by the Museum to provide audio interpretation to its visitors to convey the origin of the Isthmus of Panama and its huge impact on the Earth's biodiversity. Tour-Mate's producer, Jill Sharpe, spent weeks with the BioMuseo team to craft a truly inspiring story. After visiting the Museum for the first time, Jill said, "how wonderful to work on a project where the entire museum experience is one elegant integrated story line - from the architecture to the blend of art and science in the exhibit design - the Museum has been designed to impact the visitor on many levels. It's been a delight to work with such talented Panamanian Museum staff who are so dedicated to this Museum's message."

Margot Lopez, Communications Coordinator for the BioMuseo, said of her experience working with the Tour-Mate team, "As a part of the process of choosing our audio guide provider, we asked several companies for advice on our special needs. It was clear that Tour-Mate had a lot more experience and understood how museums work and the limitations that sometimes entails.

Even though we knew we were in good hands, we were more than pleasantly surprised by the commitment they showed through the process for the tour script creation. Their writer spent two weeks on site working closely with staff to understand our story fully and create a script that would become an integral part of the complete experience of the museum. Although we had a very tight schedule, the team went out of their way so we could have our equipment on time."

All BioMuseo visitors will be provided with a Tour-Mate SC550 Listening Wand and will be able to listen to fascinating stories about the Museum's exhibits and about bio-diversity in their choice of Spanish, English, Portuguese, Chinese or French.

For more information, please see:

LINKS:

Tour-Mate Systems Ltd: www.tourmate.com

Biomuseo de Panama please go to: www.biomuseopanama.org