

# NEWSLETTER

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## New Multimedia Touring Experience Arriving at the National Museum of the Pacific War

Landlocked Fredericksburg, Texas is more than 1,200 miles from the Pacific Ocean, so it may seem an unlikely location for a museum dedicated to preserving and telling the history of the Pacific-Asiatic theatre during World War II.

When you arrive, however, the relationship between the National Museum of the Pacific War (NMPW) and Fredericksburg becomes clearer. The little town of just over 10,000 was the boyhood home of World War II Fleet Admiral Chester W. Nimitz. Learning more about Admiral Nimitz and his role in the Pacific theatre is easy with the help of the in-depth audio tour that Tour-Mate created for the Museum.

While the NMPW has long relied on Tour-Mate's SC550 Listening Wand System to provide visitors with easy-to-use audio interpretation, guests will soon have the option of taking a multimedia tour as well.

The soon-to-be-released tour app features audio in 6 languages with accompanying images and ADA-friendly subtitled videos. The repurposed audio tour will be available to guests via a web app on their own devices or on Tour-Mate's TourMedia Touch + player.

The accessibility and creative interpretation available via the SC550 Listening Wands and the TourMedia Touch+ System ensures that the history of the Pacific War and its relationship to Admiral Nimitz and Fredericksburg will never be forgotten.

For information on the Museum of the Pacific War and directions on getting to Fredericksburg from nearby Austin or San Antonio, TX, visit:  
<http://www.pacificwarmuseum.org/your-visit/tickets/>



Exterior View of the National Museum of the Pacific War. Photos Courtesy of the National Museum of the Pacific War.



# After 10 Years of Audio, Mount Rushmore's Tour Gets a Multimedia Facelift



Photo Courtesy of the Mount Rushmore Society.

Every year, millions of visitors travel to the Black Hills of South Dakota to marvel at the enormous faces of George Washington, Thomas Jefferson, Theodore Roosevelt, and Abraham Lincoln that are sculpted into the mountain face at the Mount Rushmore National Memorial.

For more than 10 years, guests at Mount Rushmore have relied on Tour-Mate's SC550 audio Wands to delve deeper into the history, design, and creation of this epic engineering marvel. The tour is available in multiple languages: English, Spanish, French, German, and Lakota.

According to Mount Rushmore's Audio Tour Communications Director, Debbie Ketel Speas, "the Wands are easy to use and provide another option for visitors to learn about our park."

The continued success of the Listening Wands and Audio Tour led Mount Rushmore to introduce further tour options with the debut of a new multimedia tour app available to guests via Tour-Mate's TourMedia Touch+ player. Centered on a ruggedized Android platform, the TourMedia Touch+ features a 5" screen, WiFi, Bluetooth, and GPS functionality, as well as smart power management that ensures repeat usage in high volume and demanding environments.

To learn more about the self-guided tours available at the Mount Rushmore National Memorial, please visit: <http://www.mountrushmoresociety.com/124/audio-tour-landing.htm>



Visitors using the SC550 audio wands. Photo Courtesy of the Mount Rushmore Society.

## 'Private' Group Tours Aid in Interpreting Difficult History at the Illinois Holocaust Museum

Following World War II, Skokie, Illinois became home to the largest per capita population of Holocaust survivors outside of Israel. It is not surprising then, that in 2009, this city opened a Holocaust Museum and Education Center.

The Illinois Holocaust Museum's exhibitions, collections, and programs are at the core of their mission to teach the history and universal lessons of the Holocaust. Interpreting traumatic histories, which is often difficult for both museum staff and visitors, is necessary to "remember the past" and "transform the future" - the two founding principles of the Museum. Docent-led group tours have thus become an effective avenue to gain a deeper understanding of difficult content, prompting a more powerful and meaningful experience for the visitor.

Visitors who join a group tour will hear a clear and intimate narrative delivered by one of the Museum's docents via Tour-Mate's TM600 Group Guide System. As the Museum's Director of Education, Kelley Szany explains, "the Tour-Mate system enables our guides . . . to connect with our visitors on a personal and more intimate level." Szany describes how through the TM600 Group Guide System, "the guides are able to have an almost 'private' conversation with their groups."

Docent-led tours are currently offered in the Karkomi Permanent Exhibition, which integrates survivor stories with over 500 artifacts, documents, and photographs of pre-war Europe, the Holocaust, and the post-war experience, with a special focus on Skokie.



ILLINOIS HOLOCAUST MUSEUM  
& EDUCATION CENTER

Take history to heart. Take a stand for humanity.

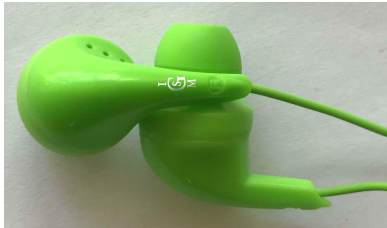
Logo Courtesy of the Illinois Holocaust Museum.

For more information about the tours offered at the Illinois Holocaust Museum and Education Center, please visit <https://www.ilholocaustmuseum.org/pages/visit/tours/>

# Audio Tours with a Side Order of Souvenirs at the Isabella Stewart Gardner Museum

Some visitors enjoy using an audio Wand when exploring an art museum. Some visitors prefer using their cell phones. Either way, the Isabella Stewart Gardner Museum (ISGM) in Boston, Massachusetts offers both options to their guests.

Tour-Mate's SC600 Listening Wand System provides visitors with a more intimate and deeper experience at the century-old Museum that served as the home to Isabella Gardner and her personal art collection. To meet the needs of over 220,000 annual visitors to ISGM, Tour-Mate produced the English tour in four additional languages: Spanish, French, Mandarin, and Japanese.



Custom branded earbuds for the Isabella Stewart Gardner Museum.

Alternatively, visitors can use their personal mobile devices to listen to the same tour. For those who choose to do so, Tour-Mate delivered ISGM custom branded earbuds for visitors to use and keep, taking home with them a memory of their time at the Isabella Stewart Gardner Museum.

# Triggered Audio Content Allows for Hands Free Contemplation at Cloisters on the Platte

Many of the interpretive innovations that Tour-Mate has introduced over the last 30 years have been created in response to a client asking the question, "Is it possible...?" So when Cloisters on the Platte approached Tour-Mate about creating a dynamic, interpretive tour to accompany their Stations of the Cross walking tour, it did not seem like a particularly demanding project. The catch? In addition to creating and producing the audio tour, Cloisters requested a smaller Wand that would automatically trigger content at each station, allowing retreatants a hands-free, contemplative experience.

Opening in July 2018, The Cloisters on the Platte retreat is located on the Platte River outside Omaha, NE and features seven guest lodges situated on 931 acres. The grounds boast multiple lakes and nature trails as well as the main attraction: a 2,500 ft long re-creation of the Stations of the Cross featuring 14 hand-fashioned, larger than life sculptures.



One of the re-creations of the Stations of the Cross at Cloisters on the Platte.

After a few rounds of consultation, research, and development, Tour-Mate presented Cloisters with the SC600 Mini Listening Wand with a custom keypad, headphone jack, and triggered messaging to encourage the most serene tour experience possible. When guests approach within a few feet of any station, the audio content for that station begins playing automatically. Guests may pause the playback or choose to restart the current track with the newly introduced replay button.



Exterior view of Cloisters on the Platte.

Beyond the redesign of the Wand itself, Tour-Mate fabricated a new weatherproof and completely waterproof dual-trigger box mechanism, ensuring that messages would be played regardless of the direction or speed a guest approached any station. To further personalize each retreatant's experience, Tour-Mate designed a custom, single-unit, in-room charging station to allow guests to replay any portion of the tour in the privacy of their room.

For more information or to register for an upcoming retreat, visit <https://cloistersontheplatte.com>

## Creative, Accessible Tours at the Museum of the American Revolution in Historic Philadelphia

It is only fitting that a museum dedicated to America's revolutionary history was opened on the anniversary of the first military engagements of the War of Independence in a city known as the heart of the American Revolution.

The Museum of the American Revolution (MAR) opened in Philadelphia, Pennsylvania on April 19 2017, exactly 242 years after The Battles of Lexington and Concord marked the outbreak of armed conflict between the Kingdom of Great Britain and its thirteen colonies in America.

One of the most important interpretational considerations for MAR when deciding to create a tour was ensuring that the Museum's varied and unmatched collection of Revolutionary-era artifacts was accessible to all guests. Hence the selection of Tour-Mate's SC600 Listening Wand System, an accessible option for delivering a more thought-provoking experience in the Museum's core exhibition area. Tour-Mate provided a select quantity of SC600 Wands equipped with a braille keypad for visitors with visual impairments.

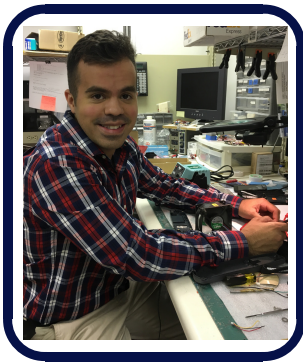


Exterior view of the MAR. Photo Courtesy of the Museum of the American Revolution.

Complementing the history that can be seen around the city and in the Museum, the audio tour also features voice portrayals of Phillis Wheatley, the first published African-American female poet, as well as Baroness Frederika von Riedesel, who wrote about her experience aiding the wounded during the Revolution.

Although a fairly new institution, the MAR is far ahead in providing accessible and memorable audio tours for its visitors. For more information about visiting the Museum of the American Revolution and their tours, please visit: <https://www.amrevmuseum.org/visit/guided-tours>

### Meet Our Team 🙌



#### GONZALO PATINO

Gonzalo joined the Tour-Mate team as a Support Service Technician in August 2017. Having always had a deep interest in national parks and museums, as well as electronics and audio guides, Tour-Mate provided him with an opportunity to combine all of his passions. Gonzalo is very excited about his future at Tour-Mate!

### Where & How to Find Us 🔍

#### FIND US NEXT AT

American Association for State and Local History  
Conference  
Kansas City, MO; September 26-29, 2018

Florida Association of Museums Conference  
Naples, FL; September 30-October 3, 2018

New England Museum Association Conference  
Stamford, CT; November 7-9, 2018

National Association for Interpretation Conference  
New Orleans, LA; November 27-December 1, 2018

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