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# Newsletter

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## BRANDYWINE RIVER MUSEUM OF ART LAUNCHES MULTIMEDIA INTERPRETIVE GUIDE



*Photo courtesy of Brandywine River Museum of Art*

The Brandywine River Museum of Art in Chadds Ford, Pennsylvania has a new platform for engaging, entertaining, and educating its visitors – the TourMedia Touch+ multimedia player. Brandywine uses the Touch+ to present a self-guided tour that leads visitors through the Museum's history, gardens, renowned collection of American art, as well as its holiday exhibition, "A Brandywine Christmas."

The TourMedia Touch + is a purpose-driven device for showcasing multimedia tour content via a mobile application. Designed for repeated use in high-volume environments and built with smart-power management to keep devices operative for full working-days, the Touch+ is both practical and interactive. The Touch+ is Wi-Fi, GPS, and Bluetooth enabled to provide automatic triggering at designated points. In addition, the platform is engineered to function seamlessly with OSS+, Tour-Mate's content management system (CMS).



Brandywine's Education Director, Mary Cronin, shared a few words with Tour-Mate about the new interpretive guide: "We chose Tour-Mate and this system because of the flexibility that the mobile app allows in creating and changing out content, and also because of the availability of the Touch+ Players for those visitors who may not have, or wish to use their own mobile devices. Thus far I have been pleased with how easy it is to make changes in content, even for an organization like ours which does not have an interpretive technology department."

As technology becomes more dynamic, Tour-Mate continues to bring new interpretive platforms to market. We are excited to see the TourMedia Touch+ showcasing the unique cultural heritage of the Brandywine River Valley. To read more about the Brandywine River Museum's collection, please visit: [brandywine.org/museum](http://brandywine.org/museum).

## SUNDOG TOURS BRINGS MULTI-LINGUAL AUDIO TOURS TO THE JASPER PLANETARIUM

Based out of Jasper, Alberta, SunDog Tour Co. provides award-winning tours, transportation, and recreational activities in the Canadian Rockies and throughout Western Canada.

This year, Tour-Mate collaborated with SunDog Tours to introduce a multi-lingual tour experience at Jasper National Park's planetarium. Thanks to Tour-Mate's MTS-200 Multi-Channel Transmission System, visitors to the planetarium will now be able to enjoy Japanese, Korean, and Mandarin audio interpretation at the world's largest "Dark Sky Preserve."



Photo courtesy of Jasper Planetarium



The Tour-Mate MTS-200 is comprised of two components – a central stationary transmitter and portable handheld receivers. Using the system, visitors can enjoy up to eight different tours or languages. Tour operators can trigger messages via remote control, and can easily make changes to the interpretive program via simple-to-use content-management software.

Manager and Senior Presenter at the Jasper Planetarium, Peter McMahon reflected on the new tours, commenting that: "Tour Mate empowered us to offer our exclusively-created Rocky Mountain star-and-aurora planetarium experience for three key markets that have been underserved – Korean, Japanese, and Mandarin-language-speaking tour groups. Thanks to Tour Mate, we are now offering shows in these three languages with the ability to deliver our experience live in multiple languages – one of the only products in the Canadian Rockies to do so."

With over 4000 square miles of preserved star-gazing territory, Jasper National Park provides an unparalleled view of stars, meteors, and auroras that are now more accessible to all visitors than ever. While the planetarium is located under the darkest skies in North America, the mysteries of the cosmos will be now be illuminated for visitors from around the world, thanks to SunDog Tours' interpretive solution via the Tour-Mate MTS-200. To find out more about SunDog Tours at Jasper National Park, please visit: <http://www.sundogtours/planetarium-and-stargazing>.

## GROUPS TRAVEL BACK IN TIME WITH ARTIFACTS FROM THE RMS TITANIC

The Western Heritage Museum and Lea County Cowboy Hall of Fame asked Tour-Mate to help provide a solution to simultaneously running multiple docent-led tour groups during the recent blockbuster exhibition – *Titanic: The Artifact Exhibit*, which ran from July 28<sup>th</sup> to November 6<sup>th</sup>, 2016. We were pleased to provide them with one of our top-selling interpretive platforms - the TM200 Group Guide System.

The TM200 Group Guide System uses small, easy-to-handle portable transmitters and receivers to broadcast high quality sound on up to 80 channels. The TM200's LED screens and bright colors make them attractive to visitors and easy to spot for group leaders.



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Tour-Mate caught up with Curator of the Western Heritage Museum and Lea County Cowboy Hall of Fame, Erin Anderson, to hear her thoughts on our Group Guide system: "Titanic is breaking attendance records and the audio system is working flawlessly."

The Western Heritage Museum and Lea County Cowboy Hall of Fame is a regional leader in the preservation and exhibition of artifacts documenting the cowboy and ranching heritage of Southeast New Mexico and West Texas. Tour-Mate is proud to help the museum tell its story! For more, see [nmjc.edu/museum](http://nmjc.edu/museum).



## GLACIER NATIONAL PARK EDUCATES YOUTH WITH ECO-BOXES AT LOGAN PASS

Offering dozens of glaciers, hundreds of lakes, innumerable waterfalls and over 700 miles of Hiking Trails, Montana's Glacier National Park is an ideal location for families seeking outdoor adventures. One of the park's most popular trails was recently outfitted with Tour-Mate's Accessible EB-150 Eco-Boxes. Tour-Mate asked Bill Hayden, Interpretive Specialist at the National Park Service, to tell us more about how the Eco-Boxes are being used at Glacier National Park. Read what he had to say, below!

*"We purchased four of the Eco-Boxes to use with some new 'family' exhibits at Logan Pass. Logan Pass is the highest part of the park reached by road and is at an elevation of 6646 ft.*

*The exhibits highlight different animals found in the sub-alpine environment and talk about each one's particular "super-power" – things like camouflage, stamina, or climbing ability.*

*One of the messages for each exhibit is an audio description of the panel itself. The second message for each exhibit is a message about climate change and how that affects each species. The climate change message is read by kids, so that they can hear about science from a peer.*

*We selected the accessible model to make the exhibits available to the widest possible audience. People with visual and hearing limitations can still enjoy the exhibits. Visitors with mobility challenges can also use the Eco-Boxes without assistance."*

*Photos courtesy of Glacier National Park*



To learn more about Glacier National Park, please visit: <http://www.nps.gov/glac>.

## SOLAR ECO-POST SUPPORTS BEACH SAFETY AT GEORGE WASHINGTON'S BIRTHPLACE

*Photo courtesy of the George Washington National Birthplace Monument*



George Washington's 1732 birthplace at Popes Creek Plantation is memorialized today as the George Washington National Birthplace Monument. This national monument encompasses a national park and heritage farm. The site's staff asked Tour-Mate to deliver an outdoor, environmentally-sound, public education platform capable of delivering information to visitors in multiple languages. We were pleased to provide the park with one of our fixed-in-place, solar-powered audio platforms, the Solar Eco-Post.

Solar Eco-Posts are a "set it and forget it" solution for interpretive audio, powered by solar panels located on the post itself or via an optional cabled solar array. The Solar Eco-Post's marine-rated speakers, aluminum exterior and stainless steel interior components make this device a perfect interpretive solution for uncontrolled all-weather environments. At the George Washington National Birthplace Monument, the Solar Eco-Post helps keep visitors safe at Potomac River Beach and showcases the site's heritage with messages in English and Spanish.

Tour-Mate asked Scott Hill, Chief of Interpretation, to share a few words about the new interpretive device and how it is being used at the site: "We are very happy with our Solar Eco Post at George Washington Birthplace. Having it located at the park's very popular beach access, the panel provides information about the historic usage of this area as well as a safety message on the changing conditions of the Potomac River. By having it in both English and Spanish, the panel also provides an invaluable service to a community who may not visit other areas of the park."

To find out more information about the George Washington National Birthplace Monument at Colonial Beach in Virginia, please visit: <http://www.nps.gov/gewa>.

## "PIRATES! LEGENDS OF THE GULF COAST" KICKS OFF AN AUDIO TOUR FOR THE WHOLE FAMILY

Galveston, Texas is home to "Pirates! Legends of the Gulf Coast," the state's only permanent, year-round pirate exhibition. Now, visitors seeking thrilling tales of buccaneers, smugglers and privateers can experience the Gulf of Mexico's 18<sup>th</sup> and 19<sup>th</sup> century pirate legends using Tour-Mate's SC600 Listening Wands.

As Tour-Mate's seventh generation of hand-held and self-guided audio tour systems, the SC600 is more lightweight than ever. Building upon previous accessibility features, the newest Listening Wand includes a "Talking Keypad" option as well as RF triggering designed to automatically play messages *without* the press of a button. Most importantly, Tour-Mate's Listening Wands allow visitors to enjoy an audio tour comfortably and at their own pace.

Jay Easley of "Pirates! Legends of the Gulf Coast" was pleased to report that: "All is working great. The guests are enjoying the new system." We are proud to see our newest generation of Listening Wand enhancing visitor experiences and making interpretation accessible and entertaining for guests of all ages at "Pirates! Legends of the Gulf Coast." To find out more about the site and its pirate-themed family programs, please visit: <http://www.piratesgulfcoast.com/>.



Photo courtesy of "Pirates of the Gulf Coast"



For more information about Tour-Mate's different interpretive solutions or to request a quotation, please contact us at [info@tourmate.com](mailto:info@tourmate.com).

### FIND US NEXT AT:

**PUBLIC LANDS ALLIANCE: CONVENTION & TRADESHOW**  
ARLINGTON, VA: FEBRUARY 12 - 16, 2017

**VIRGINIA ASSOCIATION OF MUSEUMS: ANNUAL CONFERENCE**  
ROANOKE, VA: MARCH 18 - 21, 2017

**TEXAS ASSOCIATION OF MUSEUMS: ANNUAL MEETING**  
ABILENE, TX: APRIL 4 - 7, 2017

*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 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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