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## CELL-PHONES TO INTERPRET THE NEW CENTRE FOR CONTEMPORARY ART AT THE ART GALLERY OF ONTARIO

*Cell-Phone Stops Provided by Tour-Mate Systems Available for AGO Launch*

*Toronto, ON, November 11, 2008*—Leading interpretive and audio tour specialist Tour-Mate Systems has embarked on a unique partnership with the Art Gallery of Ontario that features Tour-Mate's cell-phone platform at the newly designed Vivian & David Campbell Centre for Contemporary Art.

This innovative program provides AGO visitors with location based, interactive, on-demand audio experiences. Using their cell-phones visitors will have access to 36 different perspectives on 11 artworks in the new centre.

Each station will be multi-layered, with two to three segments by different people, each ranging from one to two minutes. Each stop will be paired with stationary audio so that visitors can have a choice as to how they want to access the gallery. Visitors will be able to experience, share and comment on the art in front of them by posting their thoughts via voicemail. Using cell-phones as an interpretive device provides an opportunity for AGO audiences to engage with art and their surroundings in a dynamic, yet intimate manner.

Neil Poch, President of Tour-Mate Systems Canada Ltd., said, "Tour-Mate's cell-phone platform provides the AGO with one more tool in its interpretive arsenal."

The Vivian & David Campbell Centre for Contemporary Art at the Art Gallery of Ontario will be housed on the fourth and fifth floors of the newly designed Frank Gehry wing. The use of Tour-Mate's cell phone platform to provide its visitors with interpretation is an example of the AGO's on-going commitment to provoking discussion about art by engaging its audience via interactive media.

Shiralee Hudson, AGO Interpretive planner explained: "The AGO's Interpretation Team is thrilled to be working with Tour-Mate to offer visitors a new way to connect with artworks, issues and ideas using their cell phones. We hope that the audio program's multiple points of view on selected artworks will inspire debate and discussion amongst our visitors."

**Links:**

- Tour-Mate Systems Ltd.: [www.tourmate.com](http://www.tourmate.com)
- Art Gallery of Ontario: [www.ago.net](http://www.ago.net)

**About Tour-Mate:**

Headquartered in Toronto, Tour-Mate develops and markets self-guided audio tour systems for the interpretive market. The Company has installed systems in the United States, Canada, United Kingdom, Puerto Rico, Australia, China and Macao. Millions of visitors have experienced Tour-Mate audio tours in museums, art galleries, historic sites, zoos, aquariums, and botanical gardens. Tour-Mate's easy to use audio platforms and its creative approach to content creation ensures that each visitor has a significantly enhanced visit experience. Tour-Mate has 20 years of audio tour experience, including the provision of audio tours to institutions such as the Art Gallery of Ontario, the Montreal Museum of Fine Art, the Vancouver Art Gallery, and the Corning Museum of Glass. The Company's commitment to customer service is second to none.

**About the Art Gallery of Ontario:**

With a permanent collection of more than 73,000 works of art, the Art Gallery of Ontario is among the most distinguished art museums in North America. The Gallery began an extraordinary chapter when it launched Transformation AGO in 2002. Multi-faceted in scope, Transformation AGO involves the unprecedented growth of the permanent collection, an innovative architectural expansion by world-renowned architect Frank Gehry, and the strengthening of the museum's endowment resources. As the imaginative centre of the city, the transformed AGO will dramatically enrich visitors' experiences and provide greater access to the full vibrancy of the art museum. The AGO opens to the public with three free days of admission starting Nov. 14.