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Newsletter

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RECORDINGS SOUND OFF ON NATURE

*By Bob Downing
Beacon Journal Staff Writer*

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appeared on Monday July 26, 2010*

CUYAHOGA FALLS: The small green box at the Beaver Marsh won immediate approval from 12-year-old Taylor Stanley.

She cranked the handle and heard four minute-long vignettes about the Cuyahoga Valley National Park. She learned about beavers, the fact the Beaver Marsh was once an auto junk yard, wetland wildlife and how the Beaver Marsh is a quality wetland.

"It's cool," said Taylor, who lives in Bath Township and attends Revere Middle School. "There's a lot of information in it, stuff I really didn't know."

The so-called Eco Box is "good for kids," said Joe Javorsky, 29, of Northfield Center Township. "It's informational and educational and a little entertaining."

Contd. on p2



Photo provided by Cuyahoga Valley National Park

He especially liked the fact that park visitors must turn the handle to power the system. "It's very eco-friendly," he said.

Two Eco Boxes were installed this month as a pilot project in the Cuyahoga Valley National Park: one at the Beaver Marsh and the other at the Station Road Bridge Trailhead in Brecksville, said Jennie Vasarhelyi, chief of interpretation, education and visitor services.

The four audio clips at the Station Road Bridge are different: one-minute audio clips about the bridges at that site, the Brecksville Dam on the Cuyahoga River and its possible removal, the nearby nesting bald eagles and exploration of the Towpath Trail.

The boxes will enable the Cuyahoga Valley park "to provide another layer of interpretation" for visitors, Vasarhelyi said. "It's mini-stories . . . and another way for people to learn about the park."

They are also the first audio element in the park's outdoor-exhibit program, she said.

The park deliberately kept the audio messages short so they would not overwhelm visitors with too much information, she said.

The two boxes — 12 inches wide, 14 inches high and 10 inches deep — cost \$3,000 to purchase and install, Vasarhelyi said.

The park service is looking at adding boxes elsewhere in the 33,000-acre park, although it wants to gauge the public's response to the first Eco Boxes first, she said.

The messages probably will be changed seasonally, although that might not happen right away, she said.

Ranger Pamela Machuga wrote the first draft of the messages. Ranger Arrye Rosser edited them.

Jordan Link, a student at the Cuyahoga Valley Career Center in Brecksville, handled recording and editing the one-minute messages.

Rosser had seen the Eco Boxes, which are produced by Tour-Mate Systems Ltd. in Toronto, at a conference and thought they would work in the Cuyahoga Valley, Vasarhelyi said.

FIND US NEXT AT:



**MARITIME HERITAGE CONFERENCE
BALITMORE, MD
SEPTEMBER 15-19, 2010**

**FLORIDA ASSOCIATION OF
MUSEUMS
WEST BALM BEACH, FL
SEPTEMBER 15-19, 2010**

**AMERICAN ASSOCIATION FOR
STATE & LOCAL HISTORY (AASLH)
OKLAHOMA CITY
SEPTEMBER 22-25, 2010**

**NORTH AMERICAM ASSOCIATION
FOR ENVIRONMENTAL EDUCATION
(NAAEE)
BUFFALO, NY
SEPTEMBER 30 -
OCTOBER 1, 2010**

**ONTARIO ASSOCIATION OF
MUSEUMS (OMA)
TORONTO, ON
OCTOBER 6-8, 2010**

**SOUTHEASTERN MUSEUMS
CONFERENCE (SEMC)
BATON ROUGE, LA
OCTOBER 12-15, 2010**

**WESTERN MUSEUMS ASSOCIATAION
(WMA)
PORTLAND, OR
OCTOBER 18-21, 2010**

**NATIONAL ASSOCIATION OF
INTREPRETATION (NAI)
LAS VEGAS, NV
NOVEMBER 16-20, 2010**

Around the Office

Natalia Singh joined Tour-Mate in January 2010. Natalia assists in all aspects of project development at Tour-Mate and is responsible for Tour-Mate's sales activities in Atlantic Canada and in New England. Natalia will be representing Tour-Mate at OMA 2010 in Toronto, Ontario and NEMA 2010 in Springfield, Massachusetts. She may be contacted directly at nsingh@tourmate.com.

Remember the Alamo!

Tour-Mate Provides Audio Tour Systems for Iconic Texas Museum



Photo provided by The Alamo Museum

Tour-Mate Systems has embarked on a partnership with The Alamo Museum, which will feature Tour-Mate's SC550 and TM300 Group Guide Audio Tour Systems. Tour-Mate produced The Alamo's audio tour in five languages.

"Remember the Alamo!" is the famous battle cry of San Jacinto on April 21, 1836, when James Bowie, David Crockett, and William B. Travis took their last stand against the invading Spanish army. The iconic Texas museum now provides visitors with a tour of the museum and its grounds, where they can listen to the story of the Texas republic and this historic battle.

Sherri Driscoll, Museum Educator at The Alamo said, "The Alamo is visited by over 3 million people every year. While we would like to offer a personalized experience with a tour guide to every visitor, this is impossible. In fact, to provide walking tours for this many people, a huge staff would be necessary. An audio tour was the answer to our problems.

We needed equipment that would stand up to the use and abuse of millions of people every year in a climate that can be very demanding. Tour Mate had what we needed and will provide us with the training and maintenance that we will need over the long run."

Neil Poch, President of Tour-Mate Systems Ltd., said, "Working with The Alamo to create a custom solution for its visitors is a reaffirmation that Tour-Mate is the audio interpretive company to turn to for the best value/service proposition."

Located at Alamo Plaza in downtown San Antonio, Texas, The Alamo represents nearly 300 years of history. Three buildings - the Shrine, Long Barrack Museum, and Gift Museum - house exhibits on the Texas Revolution and Texas History.

For more information, please see:

Links:

- The Alamo: www.thealamo.org

Julian Schnabel at the AGO

In an on going commitment to provide the Art Gallery of Ontario (AGO) with quality interpretive solutions, Tour-Mate is providing it with a Cell Phone Audio Tour for the Julian Schnabel exhibition, **Julian Schnabel: Art and Film**. The exhibition runs from September 1, 2010 through January 2, 2011. The exhibition surveys Schnabel's work as a painter from the mid-1970s to the present and features more than 25 key works.



Untitled (self-portrait) by Julian Schnabel, 2005 (oil, wax, resin on canvas) from the AGO

Tiffany Glows at Virginia Museum of Fine Art

Tour-Mate Provides SC550 and Cell Phone Platforms

The first major exhibition to be shown at the Virginia Museum of Fine Art (VMFA) after the grand opening of the McGlothlin Wing celebrates one of America's greatest artists. **Tiffany: Color and Light** is the most important exhibition of the work of renowned designer and master of glass, Louis Comfort Tiffany (1848-1933). VMFA will be the only American museum to show the exhibition.

For **Tiffany: Color and Light**, the Virginia Museum of Fine Art is using Tour-Mate's SC550 Wands. They have also implemented a Tour-Mate Cell Phone Audio Tour for the Museum Director's Tour. The cell phone tour will run for a minimum of one year.



Magnolias, Agnes Northrop, from the Virginia Museum of Fine Art

Terra Cotta Warriors at the ROM

The Royal Ontario Museum chose Tour-Mate's TM300 Group Guide System to offer docent led interpretive tours for the Terracotta Warrior exhibition. **The Warrior Emperor and China's Terracotta Army** runs until January 2, 2011. The exhibition showcases artifacts from the tomb complex of China's First Emperor - the largest tomb complex in China.



Image of Terra Cotta Warriors, © istockphoto.com



About Tour-Mate

Headquartered in Toronto, Tour-Mate develops and markets self-guided audio tour systems for the interpretive market. We have installed systems in the United States, Canada, United Kingdom, Puerto Rico, Barbados, Japan, Australia, Switzerland, China and Macao. Millions of visitors have experienced Tour-Mate audio tours in museums, art galleries, historic sites, zoos, aquariums, and botanical gardens. Our high quality, easy to use hardware and creative approach to content creation ensures each visitor a significantly enhanced visit experience. Tour-Mate has over 20 years of experience, including the provision of audio tours to attractions such as the *Art Gallery of Ontario*, *Montreal Museum of Fine Arts*, *Vancouver Art Gallery*, *Mount Rushmore*, the *Walt Disney Concert Hall*, and the *Corning Museum of Glass*. Our commitment to customer service is second to none. For more information please visit: www.tourmate.com

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