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Tour-Mate Newsletter

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Launching Tour-Mate Mobile

Call ...Listen ...Experience

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Tour-Mate Mobile, a division of Tour-Mate Systems, can provide audio tours via your mobile phone. Tour-Mate Systems can now provide a fully integrated interpretive experience across multiple platforms.

Neil Poch, President of Tour-Mate Systems Ltd. said: "**Tour-Mate Mobile** is a unique new service that supports Tour-Mate's transformation into a multi-platform audio service provider. We have the advantage of being able to offer

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A New Look for TourMate.com

New & Improved Tour-Mate Website

We have updated our website, with a new look & updated content. We recognized that technology & content alone is not enough to attract, build, sustain, and grow an online community. We hope that our new and improved website will deliver appeal and benefit based on a thorough understanding of you, our target audience. All elements, from functions to interface design, were conceptualized and built to make access to information easier. A variety of best practice principles and tools were employed to ensure tourmate.com is fast, and easy to use. Please check us out at: www.tourmate.com

Made in the U.S.A. – Manufacturing in Rochester NY



Tucked away in northern New York State, you will find the home of Tour-Mate's manufacturing and service. The US based location is where Tour-Mate's product development, design, manufacturing, assembly and service activities occur.

Tour-Mate takes great pride in the craftsmanship of its hardware devices. Materials are sourced primarily within the US and circuit boards are assembled on-site using the latest technologies. Our NY team is headed by, David Hayes Director of Development, and Tom Clark who oversees day-to-day operations.

Look For Tour-Mate At These New Locations

- Ronathahonni Cultural Center, (Ahkwesahsne, ON)
- Kohler Design Center, (Kohler, WI)
- Gartner Lee (Yellowknife, NT)
- UBC Botanical Garden, (Vancouver, BC)
- Montreal Museum of Fine Arts, "Once Upon a Time Walt Disney", (Montreal QC)
- Canadian Museum of Civilization, "Treasures From Beijing", (Ottawa, ON)
- Ocean Park, (Barbados, West Indies)

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our existing clients a fully integrated audio experience, whether they need hardware, content or mobile devices.”

Tour-Mate Mobile is delivered through visitors’ own mobile phones, using dynamic interactive voice response “IVR” applications in conjunction with local or toll free access numbers, *Tour-Mate Mobile* offers visitors an alternative and innovative way to interface with the exhibits and access audio interpretation.

TOUR-MATE MOBILE FOR:

- Museums, Zoos, and Aquarium Audio Tours
- Park or Nature Preserves, Trail Tours
- City, Historic Region and Monument Audio Walks
- Tourist Attraction Information Lines

GENERAL ADVANTAGES OF A MOBILE PHONE TOUR:

- Tours require no installation.
- No hardware maintenance is associated with tours.
- Peak visitation periods are not an issue as visitors bring their own hardware.
- Tours can be uploaded and ‘go live’ quickly.
- Changes to tours can be implemented quickly.
- Virtually unlimited memory storage.



SPECIFIC ADVANTAGES OF A *TOUR-MATE MOBILE* TOUR:

- *Tour-Mate Mobile* offers a choice of local or toll-free access numbers.
- *Tour-Mate Mobile* offers Interactive Voice Recognition platforms that are located in world-class data centers with 3 levels of security, on-premise generators and fully redundant servers.
- *Tour-Mate Mobile* offers dedicated emergency tech support 24/7.
- *Tour-Mate Mobile* offers three (3) distinct *Content Creation* options.
- *Tour-Mate Mobile* offers the option of custom designed ‘bundled packages’ with our other Tour-Mate platforms like the SC550, the EB100 and/or the TC100.

Office Miyashita & Tour-Mate Partner In Japan

Office Miyashita was established in Tokyo, Japan eleven years ago by, Natsuo Miyashita. This makes it one of the oldest audio guide companies in the country.

Being an art historian, Ms. Miyashita, wanted to introduce the significance of art to the Japanese public. She first used an audio guide in London, and felt that it was the best way to introduce art in her native Japan.

Ms. Miyashita stated, "It was a miracle when I first encountered Tour-Mate audio guides by chance at the Honolulu Aquarium in Hawaii eleven years ago. The director of the Aquarium kindly recommended me to the President of the Tour-Mate Systems, Mr. Neil Poch, and a few months later I had the privilege of meeting him in California.

We now operate this business all over Japan, Japanese art museums hold more temporary exhibitions than art museums anywhere else in

the world, and so are always preparing audio tours."

Museums where we recently installed Tour-Mate audio guides:

- Feb. 4 - Apr. 9, at Tokyo Metropolitan Teien Art Museum
- Tsuguharu Foujita
- Mar. 28 - May 21, at The National Museum of Modern Art, Tokyo
- May 30 - Jul. 23, at The National Museum of Modern Art, Kyoto
- Aug. 3 - Oct. 9, at Hiroshima Prefecture Art Museum
- Mar. 18 - May 7, *National Gallery of Scotland* at Nara Prefecture Museum of Art
- Apr. 22 - Jun. 18, *The Arabia Ware in Finland* at Tokyo Metropolitan Teien Art Museum
- Apr. 27 - Jun. 23, *Da Vinci Code* at Mori Arts Center Gallery
- Jul. 8 - Oct. 1, *Art Deco* in the Former Prince Asaka Residence at Tokyo Metropolitan Teien Art Museum

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, Australia, 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 that each visitor has a significantly enhanced visit experience. Tour-Mate has over 16 years of experience, including the provision of audio tours to museums such as the Art Gallery of Ontario, the Montreal Museum of Fine Art, the Vancouver Art Gallery, 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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