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**TOUR~
MATE**
SYSTEMS LIMITED

**VOLUME 7, ISSUE 2 –
SUMMER 2013**

Newsletter

BILTMORE ESTATE LAUNCHES MULTI-PLATFORM INTERPRETIVE TOUR GUIDE SYSTEM



Image © istockphoto.com

Biltmore is an impressive 8,000 acre estate and tourist attraction in Asheville, NC. Commissioned at the turn of the century by George Washington Vanderbilt III, Biltmore House is a 250-room French Renaissance chateau that exhibits the Vanderbilt family's original collection of furnishings, art and antiques. It remains today the largest privately owned home in the United States and a prominent example of the Gilded Age.

With over a million visitors annually, the interpretive objective of Biltmore is to provide engaging, educational, and memorable experiences for all visitors. To achieve this objective, Biltmore recently launched a multi-platform interpretive solution to facilitate self-guided, and on occasion, docent-led tours at the property.

Tour-Mate's experienced team of script writers and producers worked with the interpretive team at Biltmore to develop two tours – a children's tour rich in imagination to bring the historic property to life, as well as an adult tour to allow guests to learn more about the Vanderbilt family, Biltmore House, and the treasures it holds. Both audio tour experiences help visitors connect to a time and place far removed from the present day.

The engaging self-guided audio tours are being delivered to estate guests using Tour-Mate's SC550 Listening Wand System. The SC550 is a tried-and-tested tool for large scale audio interpretation. Designed to be user-friendly, these durable wands have a lengthy battery life. As such, estate staff can redistribute each wand to multiple visitors without recharging between uses.

Group tours are very popular at Biltmore. To accommodate larger group sizes and ensure that everyone in each group hears the docent (even the stragglers), Biltmore is using Tour-Mate's TM-200 Group Guide Tour System. The TM-200 Group Guide System is RF-based, using portable transmitters communicating with portable receivers. For senior members of a group, receivers can also act as an assistive listening device, amplifying the sound that they receive.

To ensure that visitors with severe hearing impairments have a comparable visit experience, Biltmore is also using the Tour-Mate TourMedia Multimedia Player to deliver text based tours. These tours are available for both adult and children's tours.

Biltmore approached its interpretive mission holistically and determined that using a multi-platform interpretive approach gave it the ability to achieve more of its interpretive goals with a broader spectrum of its visitors.

WASHINGTON NATIONAL CATHEDRAL LAUNCHES NEW MULTIMEDIA TOURS

Washington National Cathedral is the sixth-largest cathedral in the world and the second-largest in the United States. Construction of the Cathedral began on September 29, 1907, when the foundation stone was laid in the presence of President Theodore Roosevelt, and ended 83 years later in 1990, when the last finial was placed in the presence of President George H.W. Bush. More than 600,000 visitors come to the National Cathedral every year to worship and experience its rich history, glorious art, and grand architecture.

To help visitors interpret the stories and legacies of the Cathedral, Tour-Mate's experienced production team worked with the Cathedral to develop an engaging multimedia tour. This tour highlights everything from stained glass windows to intimate stone carvings, and will be offered to visitors on the Tour-Mate TourMedia self-guided multimedia tour guide system. The handheld, lightweight TourMedia player uses an onboard LCD screen to combine audio, images, and videos to create a sensory and immersive interpretive experience for all visitors. Images combined with audio recordings tell the many stories of the massive Cathedral.

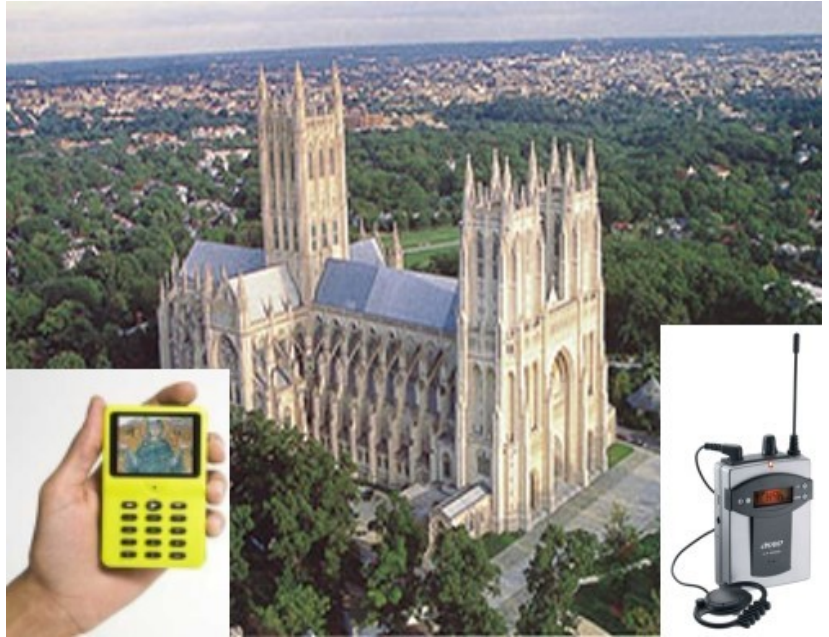


Image © Washington National Cathedral

Visitors listen using Tour-Mate headphones connected to the TourMedia player. Combining audio with imagery helps visitors move beyond the walls of the building to gain deeper insight and understanding into the Cathedral as a symbol of faith in America.

The Cathedral is also acquiring a Tour-Mate TM300 Group Guide System to better engage visitors touring in groups. Using portable transmitters, docents speak into lapel microphones which transmit audio to portable receivers distributed to cathedral visitors. These devices help keep groups together and create a manageable and effective group tour environment.

LAKE LOUISE VISITOR CENTRE BRINGS SOLAR POWERED 'TALKING SIGNS' TO THE ROCKIES

The hamlet of Lake Louise, AB is nestled in the Canadian Rocky Mountains amidst stunning scenery. With world class skiing at the nearby Lake Louise Ski Area, and the world famous Fairmont Chateau Lake Louise, the area is a year round destination that is a nature-lover's paradise.

To welcome and inform visitors from around the world about the Lake Louise Area, the Lake Louise Visitor Information Centre provides a wealth of local information. Open year round, the Centre provides brochures and ideas to help tourists plan their trips. To educate and inform visitors, the Centre is installing the Tour-Mate Solar Sign Kit behind their outdoor interpretive panels.



The Solar Sign Kit is a solar powered, eco-friendly, interpretive kit that can be attached onto existing outdoor signage, instantly turning static signage into dynamic, accessible, audio interpretive panels. The Solar Sign Kit includes an audio module with an outdoor rated speaker, 4 message buttons, and a solar array which powers the device. Visitors press buttons mounted to the sign to hear pre-recorded audio messages. Best of all, the Solar Sign Kit has no external power requirements. Since these kits harness the power of the sun to play audio messages, they can be placed virtually anywhere outdoor, even in remote locations. Using solar powered technology also promotes the Centre's commitment to sustainability.

CHIHULY COMES ALIVE AT THE MONTREAL MUSEUM OF FINE ARTS

From June 8 to October 20, 2013, the Montreal Museum of Fine Arts will be hosting a spellbinding glass exhibition by world renowned artist, Dale Chihuly. This is the first time a large scale exhibition of Chihuly's works has been staged at a major museum in Canada. The blown glass pieces that Chihuly and his team have constructed over the past few decades are among the most intricate and popular glass pieces in the world.

To interpret the exhibition, the Museum is offering a self-guided audio tour using the Tour-Mate SC550 Listening Wand System. Now in its sixth generation, the SC550 Wand has proven to be a durable and accessible device that effectively delivers audio tours for large exhibitions.



FIND US NEXT AT:

**FLORIDA ASSOCIATION
OF MUSEUMS (FAM)
ANNUAL MEETING
FORT LAUDERDALE, FL
SEPT 9 – 12, 2013**

**NATIONAL ASSOCIATION
OF INTERPRETATION
(NAI) ANNUAL MEETING
RENO, NV
NOV 6 -9, 2013**

For information about
Tour-Mate's different
interpretive products and
services, visit us at
www.tourmate.com

BATA SHOE MUSEUM EXPANDS COMMITMENT TO MULTIMEDIA MOBILE TOURING TECHNOLOGY



Toronto's Bata Shoe Museum collects, researches, preserves, and exhibits footwear from around the world. At the forefront of using digital technologies to engage visitors, the Bata Shoe Museum has successfully used the Tour-Mate TourMedia multimedia self-guided touring system since 2012, offering rich media tours in both English and French.

In keeping with its objective to create inviting experiences, the Bata Shoe Museum will now be offering a rich, interactive mobile experience through web browser enabled devices. The Web application will use some of the digital assets from the existing TourMedia devices and combine them with new content creating a truly memorable experience.

Management of the digital assets and editing the Web Application content is handled through Tour-Mate's robust Content Management System. A 24/7 online portal allows staff at Bata to create and publish Web Applications which work across all smartphone devices (Android, Blackberry, Apple, Windows etc.).

LEGOLAND ® DISCOVERY CENTER AND SEA LIFE AQUARIUM USE TOUR-MATE ECO-BOX TO EXPAND INTERPRETATION

The Legoland ® Discovery Center and Sea Life Aquarium in Grapewine, TX combines a large aquarium facility, with a hands-on Lego® experience. Visitors receive close up views of everything from simple starfish and seahorses, to graceful rays. There is a 360° Underwater Ocean Tunnel, 30 displays, and more than 5000 sea creatures. There is even a Shark Walk!

The aquarium will be using Tour-Mate's EB-100 Eco-Box platform to provide audio interpretation for a new exhibit. The EB100 is a stationary, hand-crank powered, audio platform that requires no external power source. Visitors turn a crank, press a push button, and an audio message is played. This device is also easy to install. Sea Life Aquarium staff are excited that the interactive nature of the crank feature has special appeal for its younger visitors.



About Tour-Mate



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. Our high quality, easy to use hardware and software, as well as our approach to content creation ensures that each visitor has a significantly enhanced visit experience.

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From script creation to production, translation to recording, selection of delivery platforms, installation and operation, 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. Our products include the compact, robust and affordable TourMedia and TourMedia Touch multimedia guides, the easy to use SC550 Listening Wands, the Solar and Eco series of products, the innovative and cutting edge TM Mobile platform, and our Group Guide line of products. Tour-Mate empowers its clients by offering them with 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.

For more information please visit: www.tourmate.com