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Tour-Mate Newsletter

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Ground Zero Museum Workshop

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Gary Marlon Suson, the Official Photographer at Ground Zero for the Uniformed Firefighters Association created **Ground Zero Museum Workshop**. Mr. Suson opened the museum in 2005, because he wanted to help visitors to understand the experiences of 9-11. Suson's goal was to raise awareness of the heroic efforts of the Ground Zero Recovery workers through the exhibition of his photographic collection, dubbed by the *New York Times* as "RARE PHOTOS". The museum strives to educate students about the true impact of terrorism via the collection. The museum also hosts 9/11 families & survivors' groups. Through the sale of museum posters and his Barnes & Noble Book, *Requiem: Images of Ground Zero*, he helps to support ten worthwhile charities of 9-11.

Please see **Ground Zero** on page 2

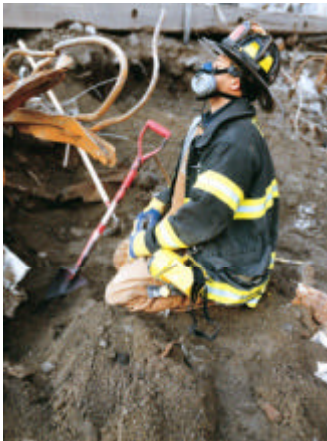
What does RoHS Mean for Tour-Mate?

The Restriction of Hazardous Substances Directive (RoHS) was adopted in February 2003 by the European Union and took effect on July 1, 2006. The directive restricts the use of six hazardous materials in the manufacture of various types of electronic and electrical equipment. RoHS will have a direct effect on all our hardware production. It will affect the entire workflow from component acquisition, product manufacture and repair activities. RoHS is often referred to as the "lead-free directive" and restricts the use of the 6 following substances: Lead, Mercury, Cadmium,

Please see **RoHS for Tour-Mate** on page 3



© Ground Zero Museum
Workshop



© Ground Zero Museum Workshop



Museum Founder & Photographer
Gary Marlon Suson

Where to find Tour-Mate next:

Feb. 22-23

**California
Association of
Museums,**
Long Beach CA

www.calmuseums.org

Feb. 25

**Small Museum
Association**
Ocean City, MD

www.smallmuseum.org

Ground Zero Museum Workshop, continued from page 1

Tour-Mate Systems Canada Ltd., was impressed by Suson's efforts and donated an audio tour system to the Museum. The donated SC550 system will provide tours in six languages: English, Spanish, French, German, Japanese, and Italian. The audio tour guides visitors to connect with the experiences at ground zero.

"I was really taken by Gary's dedication and his efforts to help us understand and to preserve the memory of the horrible events of 9-11. When he approached us with respect to the donation it was a pleasure to be able to support such a worthwhile project." - **Neil Poch, President of Tour-Mate.**

The museum is an open loft space that is about 1100 sq. feet. It was purposely created small so as to be an intimate setting for 9/11 families. The museum uses the term "**workshop**" because it is interactive, allowing visitors to pick up and hold certain items. The museum has tangible relics of the twin towers, including pieces of window glass, lobby marble and jagged beam steel.

"Tour-Mate's donation to our museum will help take it to another level. We often are frustrated when non-English speaking tourists arrive but cannot understand the stories behind each image. They often have no choice but to just look at the images; they really miss out on the experience. We were overjoyed when Neil offered to donate the system. This donation will allow us to now share these important, historical stories from the Ground Zero Recovery with people visiting the museum from all over the world. We can't thank Neil and the team at Tour-Mate enough. It's not just a gift to the museum, it's a gift to the world." - **Gary Marlon Suson, Curator, Ground Zero Museum Workshop**

Suson, an actor and an Off-Broadway playwright, contributed thousands of dollars toward the \$60,000 museum; with the rest coming from private donations. Proceeds from the \$19 entrance fee (\$16 for seniors and children) go to ten charities linked to 9-11. These charities include the Brian E. Sweeney Fund (FDNY), The NYC Fire & Police Widow's Fund and Artists 4 Hope, which benefits victims of Mesothelioma (asbestos poisoning).

Ground Zero Museum Workshop, continued from page 2

FDNY and NYPD who are on active duty do not pay for entrance, nor do 9/11 family members. Mr. Suson and former FDNY firefighters conduct daily 1.5 hour tours. The museum is located in the Meat-Packing District of Manhattan: 420 West 14th Street, 2nd Floor (between 9th Avenue and Washington Street). There are plans in the works in 2007-2008 for the museum to expand in size and the exhibit may open in Rome Italy, in September of 2007. You may view the website at www.GroundZeroMuseumWorkshop.com.

RoHS for Tour-Mate from page 1

Hexavalent chromium (Chromium VI or Cr6+), Polybrominated biphenyls (PBB), and PBDE (polybrominated dipheynyl ether).

Tour-Mate has taken active steps to comply with these standards. All current manufacturing undertaken by Tour-Mate for all of its product line are designated to be RoHS compliant and will be certified by Certificates of Compliance.

Look for Tour-Mate At These New Locations

- Museum of Native American Artifacts (Bentonville, AR)
- Ocean Park (Christ Church, Barbados)
- Kohler Botanical Garden (Kohler, WI)
- Emily Dickinson Museum (Amherst, MA)
- Rotary International (Evanston, IL)
- Fort Smith National Historic Site (Fort Smith, AR)
- National Corvette Museum (Bowling Green, KY)



SC 550 Wand donated to the Ground Zero Museum Workshop

Where to find us continued...

March 11-13
Virginia Association of Museums,
 Williamsburg VA
www.vmqa.org

March 19-20
Association of Partners for Public Lands,
 Sacramento, CA
www.appl.org

April 17-18
Texas Associations of Museums
 Austin, TX
www.io.com/~tam/

Behind the Scenes

Tour-Mate prides itself on unsurpassed continued customer support and service. **Shahar (Shack) Chudy** (Support Services Manager) and **Dominik Jablecki** (Support Services Technician) make-up the backbone of our Support Services department.

Shahar and Dominik's primary function is customer service and they are often on the road visiting clients. They both oversee the installation of equipment and programmes, working with various attractions to coordinate all facets of the audio tour installation process.



In addition they also train attraction staff on software that enables clients to modify or update tours.

This pair has non-stop schedules, as they are also responsible for routine service, annual maintenance, and installation/de-installation of rental systems.



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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