



acoustiguide

## Acoustiguide eNewsletter

August 4, 2010

### Acoustiguide Inc. Announces the Launch of Smartour

Dear Friends,

It was great to see so many of you at this year's AAM conference, and Acoustiguide was thrilled to take home a MUSE award with The Jewish Museum for the exhibition audio tour, "They Called Me Mayer July: Painted Memories of a Jewish Childhood in Poland Before the Holocaust". We send out warm congratulations to all of our fellow winners whose work was honored with a 2010 MUSE award. Congratulations also go out to Mira Cohen from the Ronald Reagan Presidential Foundation and Library for winning the iPad in our raffle giveaway.

For us, another highlight at AAM was our Exhibitor Forum, Broadening Your Audience, where we introduced our new iPhone application, Smartour. Nearly 100 people gathered to view the beta version of the application Acoustiguide developed for the Asian Art Museum of San Francisco.

We are excited to announce that our Smartour app has now officially launched and is available for [free download](#) on iTunes.

Acoustiguide's Smartour allows iPhone and iPod Touch users to download interpretive content into the palm of their hand for use either remotely or on-site. "We are very excited to offer this new interpretive tool for museums and historical sites," said Julie Twitmyer, Managing Director of Acoustiguide, Inc. "With more than 45 million smartphone users in the U.S., this application provides a way to reach, and possibly even attract, new audiences while creating a lasting relationship and level of engagement that extends well beyond the on-site museum experience."

The Asian Art Museum of San Francisco is delighted to begin offering mobile content to their visitors. Pauline Fong-Martinez, Manager of Visitor Services at the Museum comments that, "The Smartour application makes the museum and our art more accessible and relevant to more people. We hope to help our visitors 'own' our art, by ensuring that they can personalize their experiences and share them with their family and friends. The Smartour can enrich everyone's understanding and appreciation of Asian Art, even when they are beyond our museum walls."

Smartour has many of the features we have become accustomed to with standard multimedia tours such as playback of audio and video and inclusion of images, but it takes it a step further with enhanced functionality and interactivity.

Some of the key features include:

**Multiple Ways to Access Content** - via numerical keypad; sort by title, artist, category, location, themes; and a search function that allows full text search

**Interactive Maps** - a combination of on-site orientation and wayfinding

**E-mail and Social Media Connection** - allows visitors to post comments on sites such as Facebook and Twitter, increasing their level of interaction and engagement

**Bookmarking Feature** - allows visitors to group their favorite exhibits and create their own tour or collection

**Registration System** - collects visitors' registration information, allowing a museum to expand their existing mailing list and connect with visitors on- and off-site

**Push Notifications** - instant notifications about museum events, news, and items of interest

**"More" Feature** - provides additional information about the site including hours and admission, directions, special exhibition details, and upcoming events

If you would like more information about Acoustiguide's Smartour, contact us at [info@acoustiguide.com](mailto:info@acoustiguide.com) or 212.329.1227.

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