



acoustiguide

Acoustiguide eNewsletter

December 3, 2009

Dear Friends,

As we look towards the New Year (and new decade!) we wanted to take a moment to share some of the exciting projects Acoustiguide has developed over the last year for our multimedia player, Opus.

The latest generation of Acoustiguide's handheld players, Opus offers a full-color QVGA screen that allows for incorporation of images, video, maps, animations and interactive elements. With the addition of the **Opus Content Management** software, which allows sites control and flexibility in uploading, developing and modifying their content, the handheld interpretive possibilities are endless.

Many of our clients--including The Museum of Modern Art, Clinton Library, Norton Simon Museum, Westminster Abbey and Hillwood Estate, Museum and Gardens--are deciding to adopt Opus as part of a long-term strategy. Even if they have no immediate plans to incorporate multimedia, they recognize the need to have a device that will adapt to future needs.

With all of this in mind, here are some of the most recent and innovative uses of Acoustiguide's Opus player.

Recent Opus Projects

Audio Interpretation Comes to the United Nations

Nations

Multi-language

Multimedia Tour

Launches at The Walt

Disney Family Museum

Opus Touch at Skywalk

Observatory

Audio Interpretation Comes to the United Nations



Guided tours have been offered at the United Nations since 1952, but starting this November, visitors to the UN also have the choice to take an audio tour on Acoustiguide's Opus Click players. Two tours--one for adults and the other for children--are offered in English, Spanish, Russian, Arabic, Mandarin and French. The tours weave together a rich tapestry of voices, featuring archival audio of **Nelson Mandela**, **Eleanor Roosevelt** and **President Barack Obama**.

Due to security restrictions, visitors to the UN cannot wander unaccompanied throughout the building. Those taking the audio tour are escorted by an Acoustiguide employee, who triggers the content with a handheld **remote control**. One remote can trigger multiple Opus units, providing a new way to experience and control the audio program.

The addition of audio interpretation at the UN adds increased flexibility for visitors, reducing their waiting time for tours and allows them to explore the building with an audio tour on the weekends, when guided tours are not offered.

Sample audio clip from the United Nations General Audience tour below.

Multi-language Multimedia Tour Launches at The Walt Disney Family Museum

In October 2009, [The Walt Disney Family Museum](#) in San Francisco opened its doors and archives to offer the world a glimpse into the fascinating life of a true visionary, Walt Disney. Artifacts and nostalgic objects collected over a lifetime--including rare film clips, concept art, storyboards, scripts, musical scores and family photographs--tell the story of a man whose artistry, creations and vision helped define 20th century American culture.

The Museum anticipated many foreign visitors and wanted to develop distinct interpretation for their non-English speakers. The solution was a multimedia tour--with ample photographs and images from the Disney archives--in **Spanish**, **Mandarin** and **Japanese**, providing users with a rich, informative and entertaining visitor experience in a primarily English-language museum.

Opus Touch at Skywalk Observatory



Acoustiguide debuted the Opus multimedia player at the [Skywalk Observatory](#) in Boston this October. For the first time, visitors to Boston's tallest observatory can enhance their bird's eye view of the city with photographs, maps, and drawings--right at their fingertips--that compliment the fascinating stories they'll hear about the city.

Every Skywalk visitor is given an **Opus Touch** player highlighting the city's most famous landmarks. Throughout the tour, visitors see a variety of images on their players that serve as way-finding tools, offer close-up views of Boston's historic architecture or simply help them see the stunning views on poor visibility days.

The **General Audience** tour is available in English, French and Japanese. Young visitors (ages 8-10) have the option of taking a whimsical **Family Tour** that lets them "fly" above the city on the wings of Perry the Peregrine Falcon and includes plenty of photos, maps and even interactive elements that let each child choose what happens next on their tour.

Sample audio clip from the Skywalk Family tour below.

Web Links

- [United Nations General Audience Tour Sample Stop](#)
- [Skywalk Family Tour Sample Stop](#)
- [More About Acoustiguide](#)