



Mobile Phone Audio Guide

MobiTour

**Audio Guide System for for Heritage Sites, Museums and Galleries by Mobile Phone**

To enhance the visitors experience Art Galleries, Museums, Heritage Sites, Botanical Gardens and Zoos commonly offer an audio guide providing information on the exhibits and guiding the visitor around the venue in an efficient and enjoyable manner.

For the venue this involves the purchase, setup and maintenance of expensive audio equipment, plus the time and costs needed to regularly update the commentary - MobiTour provides a simple solution that is not only cost effective, offers features not available in standard audio guide systems, but can also generate revenue.

The majority of Australians carry a mobile phone, a figure that rises amongst the socio-economic groups who visit art galleries and museums. MobiTour is a revolutionary system which uses the visitor's mobile as an audio guide, either giving complete tours, or using the option to browse the exhibits on an ad hoc basis, or a combination of both.

MobiTour provides your establishment with an immediate revenue stream with no capital investment or staff tie-up and enables you to meet disability rights obligations.

**MobiTour Benefits**

- No staff costs maintaining, issuing and collecting equipment
- No system or staff required to collect cash or credit card payments
- Immediate revenue stream
- No cost in updating messages for new exhibits or short term exhibitions
- No limit on number of simultaneous visitors
- Flexible tours or browsing to suit visitor's needs
- Meets requirements of the visually impaired for disability rights compliance
- Can be used for a window of 2 days for a longer lasting visitor experience
- Marketing database to increase re-visits using SMS for promotions
- Business intelligence and feedback to improve your offering
- Web based content management interface



**MobiTour Stores, Galleries, Parks, Zoos and Museums.**

**Ideal For**

- Art Galleries
- Botanical Gardens
- Department Stores
- Theme Parks
- Markets
- Museums
- Heritage Sites
- Tourist Attractions
- Libraries
- Zoos

Sales: 1300 110 330 | Email: info@mobitour.com.au | Web: www.mobitour.com.au

**How MobiTour Phone Guide Works**

**The Visitor Experience**



Visitors choosing to pay by SMS will receive a text message that charges their mobile phone for the service, together with a number to call for access.

Those preferring credit card payment enter their credit card details during a phone call to an advertised number which debits the card in real time.

Vouchers can also be pre-purchased from the venue or online and redeemed by calling the advertised number and entering a PIN code.

The vouchers can be pre-purchased or paid for on redemption by secure on-line credit card, premium SMS to mobile, or premium voice to a landline.

Payment will give the visitor access to the service an unlimited number of times up to a 2 day period. The exact format of the guide can be tailored to your needs and include features such as:

|         |  |
|---------|--|
| TOUR:   | Visitors will be guided by the audio tour as to where to go and what to look at. Pauses and 'press 1 to continue when you get there' can be programmed into the tour.        |
| PAUSE:  | A visitor can hang up during a tour for a break and resume simply by dialling back in. The system remembers where they were and continues.                                   |
| AD HOC: | Visitors can enter the code next to an exhibit for the relevant audio description.   |
| BROWSE: | Visitors can combine the option to be guided through a tour with the facility to browse by entering an exhibit's reference code, providing the ultimate in tour flexibility. |
| HELP:   | The visitor can press the star key on their phone for help on topics such as navigating the tour, skipping back and forth through items or information messages.             |

While the visitor is connected to the system, there is potential for a national rate or mobile rate call cost, however mobile bundles and free minutes at evening and weekend mean that this in most cases is free and does not result in consumer objection.

**Business Intelligence**

**Visitor Feedback**



You can provide the visitor the option to phone a specified number and complete a survey of up to 10 questions at the end of their visit, plus record a feedback message if they wish - what they enjoyed most, what could be improved.

Visitor's messages can be emailed to an administrator or are available on the web site.

**Visitor Patterns**



As your visitors are traveling around, MobiTour is collecting data on where they went, what they spent longest looking at and what they skipped.

This data is available to you in a secure on line report that will enable you to tailor your offering to public expectations and provide feedback to sponsors.

**Customer Database**



You can allow your visitors to automatically opt-in to receive additional information. A mobile customer database is a valuable asset and mobile marketing through SMS is one of the most cost effective ways of bringing back repeat visitors.

MobiTour allows you to send promotional messages to your customer base automatically or on-demand.

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## How MobiTour Phone Guide Works

### Label the Exhibits



By putting a short reference number next to each exhibit, you can allow your visitors to navigate immediately to the relevant section in the audio guide.

You may define a tour, but reference numbers allow visitors to deviate from it, or get their bearings if lost.

### Promote the Service



Visitors can pay for the service charged to their mobile phone bill (SMS billing) or by credit card. You just need to decide how much to charge - MobiTour accepts payments between 55c and \$15.

Typically, you may decide to charge \$5.00 for a day's unlimited usage, so your instructions would look like:

**Audio Guide to the Exhibition on your Mobile**

**\$5.00 valid for one day**

|                                |   |
|--------------------------------|---|
| To charge to your Mobile:      | Call <b>0402 123456</b> and choose SMS Billing from the menu    |
| To charge to your Credit Card: | Call <b>0402 123456</b> and follow instructions                 |
| To redeem your Voucher:        | Call <b>0402 123456</b> and enter your PIN Number when prompted |

Vouchers can be pre-purchased online or from the venue.

Additional call costs are at UK National Rate which may be included in mobile bundles as free minute allowance.

## Content Management

Tour content can be administered via a web based management interface.



- Set up the Tour
- Choice of three languages
- Choice of tariff
- Choice of Tour
- Upload, edit, delete audio content
- Upload, edit, delete SMS/MMS content
- Add ad hoc content/information
- Training/Support

## MobiTour Audio Guide Features

- ✓ Unlimited audio sections and total length
- ✓ Works with any mobile
- ✓ Tour or ad hoc can be chosen by visitor
- ✓ Multiple tours can be programmed for traffic management or different entry/exit routes
- ✓ Help menu
- ✓ SMS messages can be inserted in tour
- ✓ 'Remember Position' to re-enter tour
- ✓ SMS marketing, or add information to the tour, for special events and promotions
- ✓ Unlimited number of visitors
- ✓ Paging messages to mobiles, such as emergency
- ✓ Choice of SMS and/or credit card billing
- ✓ Can be used alongside existing systems or Podcasts
- ✓ Management feedback reports with real time results
- ✓ Opt-in to customer mobile database
- ✓ Visitor survey option
- ✓ Multi lingual option
- ✓ Timed message inserts, such as 'closing'
- ✓ Web based content management interface

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### Peace of Mind

MobiTour is a telephony product of X-on, a well established company in the development and sales of voice telecommunication products. X-on has interconnects with Australian and UK Telephone Networks, and the Internet at triple resilient data centres.

The client base ranges from small enterprises to the FTSE 100 quoted and public sector organizations. X-on recognizes that quality of customer service is a key concern to organizations wishing to outsource and prides itself in a client base that will attest to a personal and responsive approach.

### More Information

For more information on **MobiTour** please contact the **X-on Sales Team** on **1300 110 330**.



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X-on Fixed and Mobile Telephony

