



Mobile Phone Audio Commentary
Guided Tours by Mobile for Museums, Galleries...

MobiTour Mobile Audio Guide

0333 332 0000



MobiTour at Kew Gardens

Royal Botanic Gardens, Kew – 'Moore on Your Mobile at Kew'

Kew Gardens is a major international visitor attraction and its 132 hectares of landscaped gardens attract over one million visitors per year. Kew was made a UNESCO World Heritage Site in July 2003 representing over 250 years of historical landscape.

The Gardens are the new backdrop to a blockbuster six month exhibition by one of the twentieth century's most renowned sculptors, Henry Moore. Twenty eight monumental sculptures opened to the public on the 15th September 2007. For the first time ever ground breaking technology has been used to interpret this exhibition.



Visitors can listen to an audio guide using their own mobile phone. This keeps costs low as no specialist technology is required.

With over 50 million mobile phones in the UK in 2007, 85% of Britons now own the only technology required.

The cost is a standard £1.50 plus the cost of calling a landline in London, which for most visitors is free as they have bundled landline call minutes.

From the business perspective the cost to the customer is enough to cover the cost of the specially commissioned content and service by X-on. Profits made by Kew allow them to improve future interactivity for visitors to Kew Gardens.

For each sculpture that has audio, there is a unique three digit code on the sign next to that piece. The audio enables visitors to eavesdrop on scientists, art historians and photographers who discuss the artwork and their relationship to their surroundings. This interactive resource is flexible allowing visitors to pause, repeat and skip.

Each paid for tour allows 48 hours validation, allowing plenty of time for visitors to complete the recommended 2 hour tour. There is even the possibility of visitors to come back the next day and as the service recognises their mobile telephone number.

"Having the audio guide provides a different perspective on the sculptures, which is very useful and beneficial to visitors. Initial uptake has proved popular 550 users of the audio guide service in the first month. Most visitors prefer to use reverse SMS billing over our credit/debit card and voucher alternatives."

Mike Saunders, Director of Digital Media at Kew Gardens.

Kew Gardens had the ability to upload their own content using X-on's content management system.

"The technology works excellently, its easy to use and we have received great support from X-on. The feedback from users is generally very favourable. I would certainly recommend X-on and use their services in the future if a similar opportunity arose." **Mike Saunders.**

Website: www.kew.org/henry-moore

MobiTour Benefits

- No need to maintain, issue and collect equipment
- No need to collect cash or credit card payments
- Immediate revenue stream for the venue
- No cost to update audio for new or short exhibits
- No limitation on simultaneous visitor usage
- Flexible tours or selective browsing according to visitor needs
- Compliance for the visually impaired and disability rights
- Can still be used after the visit to enhance the visitor experience
- Creates a marketing database to promote exhibitions
- Generates feedback aiding service and venue improvements