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Tour-Mate Newsletter

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Obtaining Value in Today's Tough Economic Environment

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One cannot pick up a newspaper or watch a news program on television without being bombarded by negative economic news. Soaring energy prices, plant closings, imploding housing markets, tightening credit markets - all weigh heavily on consumers' minds, and as a result on our clients and prospective clients. In recent conversations with a number of Tour-Mate clients, I have been struck by an apparent emerging trend. Attendance is not necessarily down dramatically at these attractions, but they have seen their 'per cap', or 'per capita expenditure' drop significantly. Spending more on gasoline, food and/or travel means that visitors have less money to spend when they do visit an attraction.

In this environment of diminished resources, the business press is replete with articles on the re-focusing of consumers and businesses toward obtaining better value for money spent. It is for this reason that I have taken the unprecedented step of penning an article for the Tour-Mate quarterly newsletter.

The current economic environment is a tough one and by all accounts still has a distance to go. As you prepare your plans for 2009 and perhaps even 2010, you will be faced with tough budget decisions. Just like your visitors, I would expect that many of you will re-examine your spending with an eye toward obtaining the 'best value for money'. If this describes your mindset, or that of your institution, I would encourage you to speak with one of our Project Directors. Over the past 20 years we have developed expertise in helping those institutions wishing to provide their visitors with audio interpretation 'do more with less'.

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I believe that Tour-Mate represents the best value proposition for your hard earned interpretative dollar. If you've always wanted to implement audio interpretation, chances are that we can engineer an approach that meets your objectives while fitting into your budgetary constraints. From handheld self guided devices, to group guide systems, to cell phone tours, we likely have a delivery platform for you.

If you are already a Tour-Mate client, you have experienced our combination of great products, great pricing and superb client service. I thank you for your patronage.

If you have had experience providing audio tours to your visitors, and are not a Tour-Mate client, maybe the coming year is the time to re-examine your supplier relationship and experience the Tour-Mate value proposition. Let us help you do more with less.



Featured Installation – The Citadelle Art Foundation



The Citadelle Art Foundation is currently undergoing many changes so it can be transformed into a premier museum. In 1977, Malouf and Therese Abraham had a vision to transform an old dilapidated church into their dream home.

The couple proved that with time and imagination, they could be successful in creating a magnificent sanctuary for visitors who travel to Canadian, TX.

The Citadelle Foundation recently purchased a Tour-Mate SC550 wand system, as a part of the museum grand opening that will take place in October 2008. Malouf and Therese have spent over forty years in search of objects that represent human effort at its finest moments. They currently own more than 140 original paintings, priceless antiques and one of a kind sculptures.

One of the final touches to the expansion is the implementation of an audio tour. All visitors will be able to have a truly personalized experience. Part of Malouf's vision was to provide visitors with a unique visit experience.

<http://www.thecitadelle.org/>

TM Mobile Gets on the Bus with the Western Kentucky University

Western Kentucky University is using Tour-Mate Mobile as a part of its Political Engagement Project entitled, "Get on the Bus: Forty Years of Political Activism" during Constitution Week Sept. 15-19.

The tour has five themed stops that can be accessed via a mobile phone. The tour largely features music, and students can listen to songs like "We Shall Overcome" and Jimi Hendricks', "Star Spangled Banner".

The exhibit is a part of Constitution Week, which includes film presentations, art exhibits and a voter registration drive.

By using TM Mobile, the university is trying to spread the word on this moving exhibit by communicating to students using a medium with which they are familiar.

The federal government has required all higher education institutions that receive funds from the U.S. Department of Education to implement an educational program about



The bus painted as part of the "Get on the Bus: Forty Years of Political Activism" Political Engagement Project was on display during a Rock the Vote event Sept. 18.

the Constitution around Sept. 17 each year. This was the day in 1787, that the Constitution was signed.

The exhibit will run until election day, Tuesday November 4, 2008.

Upcoming Shows Please drop by our booth and say hello

- National Caves Association (NCA)
October 5-8, 2008
- Southeastern Museums Conference (SEMC)
October 14-17, 2008
- National Association of Interpreters (NAI)
November 11-15, 2008
- New England Museums Associations (NEMA)
November 12-14, 2008
- Triple Play
December 7-11, 2008

Around the Office – Roya Dostzadah

Roya Dostzadah is a Tour-Mate Project Director. As a Project Director, Roya is the chief point of contact for many of our clients. Roya's territories include the Gulf Coast states, Georgia, Florida, as well as the Pacific North West.

Roya Dostzadah joined Tour-Mate in the spring of 2007. She is a graduate of the University of Toronto, with a background in economics. Before Tour-Mate, Roya opened up her own retail business, where she was responsible for all decision-making processes.

Based in Toronto, Roya is involved in business development and project direction. Ms. Dostzadah is an integral player in the project



management team, coordinating the activities of both Tour-Mate's producers and its support services staff.

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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