



TUOMI

# Bringing history to life



## DIGITAL MULTIMEDIA GUIDE – UNIQUE WORLDWIDE

Intuitive and easy to use – Vary content at any time, in any languages you require

Delivers all digital content through one device – Input content until just before exhibition opens

TUOMI's power-efficient solution means tablet battery life of 8 hours or more

## TAGSMUSEUM –

### The participatory museum: an important step towards Museum 2.0 with new museum guides by TUOMI

TAGSMUSEUM by TUOMI conveys the core ideas of the exhibition and its broader thematic context, in the sophisticated form today's discerning museum visitor expects.

Statements on TAGSMUSEUM, as used for the special exhibition 'Of Sails, Swords and Cannon', presented by the Schleswig-Holstein State Museums in Schloss Gottorf, Schleswig:

*'We wanted to increase our visibility as a museum in the Baltic Sea region and we have achieved that with this ambitious way of communicating interpretative content.'*

*'... the interweaving of exhibits, content and multimedia material is integral to the exhibition scenography.'*

*'... linkage of archaeological finds with a parallel narrative thread.'*

An exhibition begins long before it opens to the public: exhibition concept – planning pressures – documentation in multiple languages – editorial deadlines – layout and printing – last-minute changes – delays – compromises.

TAGSMUSEUM keeps your costs down, reduces deadline pressure and gives you greater flexibility. You can concentrate on the essentials – academic research and creating engaging, informative content for your visitors.

TAGSMUSEUM is a completely new way to combine exhibition storyline and visitor guide in a dynamic, uniquely interactive experience. It is intuitive and easy to use for all ages – visitors focus on the exhibits, not on the technology.

#### SIMPLE WORKFLOW TUOMI MUSEUM GUIDES INSTALLATION

Data (text, video clips etc.)  
in your selected languages  
are uploaded to the content management  
system (CMS).



A MuseumsApp for each language  
is automatically generated.

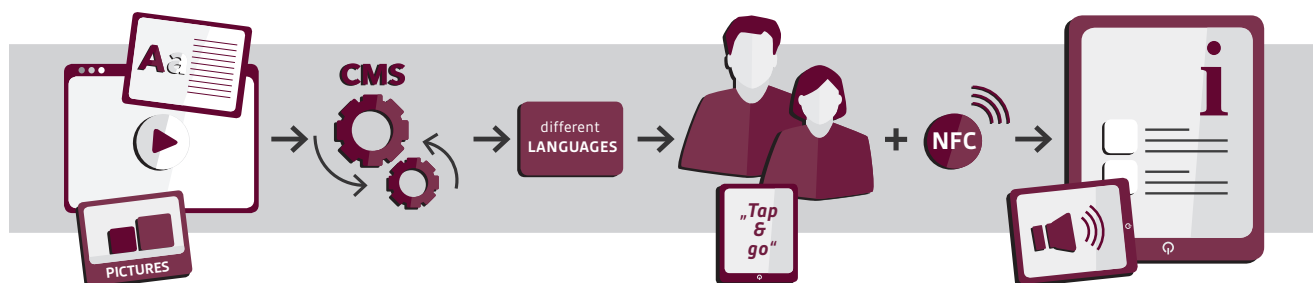


Apps are updated automatically in the  
background within 48 hours.  
New content or changes can be rapidly  
incorporated at any time.



**And that's it! Your app is ready to use.**

#### APP AUTOMATED PROCESS



<sup>1</sup> From MUSEUM 2.0 – NFC revolutionises the museum environment,  
Dr Ralf Bleile, Deputy Director, State Archaeological Museum,  
Schleswig-Holstein State Museums Foundation and  
Carsten Dempewolf, GfG/Gruppe für Gestaltung, Bremen





PHOTO: © GFG/GRUPPE FÜR GESTALTUNG BREMEN

**TAGSMUSEUM** by **TUOMI** offers outstanding added value for you and your visitors. Background material can be presented in a variety of ways – information on archaeological excavations, video clips and photo series on object restoration or find sites. You can use **TAGSMUSEUM** in three different formats: Digital Booklet, Audioguide or Multimedia Guide. An optional 'Statistics' module for collection and analysis of visitor behaviour data is also available.

## DIGITAL BOOKLET

Displaying interpretative texts in several languages as extended object labels or wall texts can be confusing or even impossible. Space restrictions mean that many relevant objects cannot even be displayed.

The Digital Booklet is an exhibition brochure in digital form which allows you to provide images, text and video material to complement and augment the exhibits on show. The integrity of your exhibition scenography is not compromised and it is possible to integrate objects in storage visually and thematically within the exhibition concept.

## AUDIOGUIDE

Inclusivity and accessibility are key factors in **TUOMI**'s solutions – helping to ensure optimum access to museums for all, including visitors with visual impairment or mobility issues. With this in mind, **TUOMI**'s Audioguide places greater emphasis than the Digital Booklet on content in audio formats. Music, speech and audiovisual content are easily incorporated and accessed.

## MULTIMEDIA GUIDE

The **TUOMI** Multimedia Guide combines all features of the Digital Booklet and the Audioguide in a single app. It has been developed for larger museums and specialist agencies which produce and manage digital content for museums. The system is comprehensive and flexible and ideal for use on tablets provided as an on-site service in museums.

## STATISTICS

Added to these is the option for obtaining detailed analyses of visitor behaviour. With **TUOMI** museum guides you can analyse and evaluate usage data in a variety of ways.

- Which exhibits excited the most interest?
- Which exhibit content was not accessed at all?
- How often was each language version used?
- What was the average visit length?
- Which times of day were the busiest?

These and many other aspects can be analysed and evaluated.

	BENEFITS FOR VISITORS	BENEFITS FOR THE MUSEUM
<b>OPERATION</b>	Access on familiar, standard devices. Intuitive and easy to use – no special instructions needed	Simple to administer (update content easily – no special skills or training required)
<b>TARGET-GROUP SPECIFIC</b>	Engaging interpretative material for various interests and needs. Content and display options for children, people with visual impairment etc.	Apps tailored for specific visitor segments; engaging, target-group appropriate designs
<b>EDITING</b>	Information always current	Content can be edited right up to exhibition opening; updates possible at any time
<b>COST CONSCIOUSNESS</b>	Cost efficiency keeps entrance prices down; use own smartphone, no rental; no roaming charges; paper-free and eco-friendly	No print costs; NFC tags robust and durable; no expensive WLAN installation needed
<b>STATISTICS</b>	Evaluation of interests and needs allows museum to provide specifically tailored content; improves visitor experience	Statistics on visitor interests: which information was accessed (tapped) and how often; which languages were used
<b>DEVICES &amp; USER CONVENIENCE</b>	Visitors can use their own familiar NFC smartphones/devices	Can be used on a range of NFC devices; choice of smartphone/tablet
<b>LANGUAGES</b>	Visitors can enjoy complex content in their own languages	Easy implementation in as many languages as required
<b>INCLUSIVITY/ ACCESSIBILITY</b>	Tactile script; read-aloud function (text to speech); special routes for wheelchair users	Meets current requirements; attractive for all visitor segments
<b>FEEDBACK IMPRESSIONS</b>	Engaging new complementary impressions: authentic sound of church bells ringing; 360° images of exhibits; video footage of find sites/object restoration	Enhances exhibition attractiveness

#### VISITOR FEEDBACK EXCEEDS ALL EXPECTATIONS

*'Even during the first few days, the response was really positive. Visitors, young and old alike, are happy to use the tablets. The positive reaction and almost total absence of scepticism in regard to a means of knowledge transfer not yet widespread in museums surprised even us.'*

**Thomas Eisentraut M.A., Academic Research Assistant,**  
Schleswig-Holstein State Museums Foundation, Schloss Gottorf  
from RFID im Blick, July 2015



**TUOMI S.A.** 7, Fausermillen – 6689 Mertert, Tel.: +352 26705 90  
www.tuomi.eu | www.tagsmuseum.com | mail@tuomi-it.com

PROVIDED BY:

