

In the last few years there has been a revolution in the way that audio content is delivered to the visiting public, and more visitors will be entering museums and heritage sites with their own music players or their iPods, mobile phones or MP3 players or mobile phones.



Generic Interface

This enables users to choose and load audio tours, simply by selecting a button.

The Audio Guide has many obvious benefits, most importantly it is specifically designed for use in a Museum, Gallery or Heritage site, it can be automatically triggered, and has other features such as layer buttons, visitors own 'devices' can just as easily be used to deliver some of the interpretation.

Particularly since the advent of the prolific iPod range there are greater numbers of visitors who would prefer to use their own player as they are familiar with the controls and understand how they work.

The Download Centre is a unique development by ATS Heritage to allow your visitors to quickly and easily experience downloadable audio tours. Whether an iPod, MP3 player or mobile phone with MP3 function there is no reason why you cannot provide the content online or at the entrance to your museum or site.



Map Interface

An alternative design where users select content from a map can be provided. (see left)

Other Interfaces

Dependant on the size of screen and your requirements we can even make the interface much simpler - this is particularly useful if you have a small number of tours.

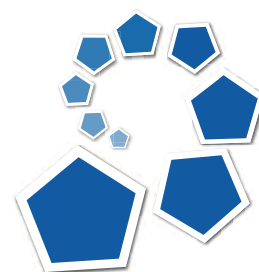


A simple intuitive interface ensures the Download Centre to be as 'user friendly' as possible!

Easy to use

It could not be easier, the visitor simply connects up the cable, selects the tour that they want and in a matter of minutes they have the complete tour loaded on their Mp3 Player or iPod®. Generally, any competent user will be fully aware on how to connect up their device. Instructions are so simple that museum or site staff do not need to get involved.

Mobile phones are the most challenging as the phone companies prefer their customers to download from the phone network but most that have a removable memory card can be used and the tour loaded, or the tour can be sent via Bluetooth®.



Kiosk Design and Interface

We have a number of alternative designs of kiosk from small desktop mounted units, to larger floor standing kiosks. If you wish you can even just purchase the software and provide your own hardware.

It takes less than a minute to download the average tour!



Now with Bluetooth

Facilities for Staff

Tours can be added or removed easily and as often as you choose. Staff can also download statistics to understand how often downloads have been made.

Support

The Download Centre™ is a fully supported customisable product and as part of your package we can provide a customised screen, and you will have access to a full support for 12 months. After 12 months a support contract can be purchased

Languages

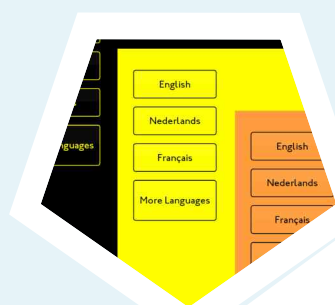
You can add as many languages as you wish and the most frequently used languages appear as buttons.



Above: Language selection and access screen

Designed with Access in mind:

The Download Centre™ is designed with access in mind and the visually impaired visitor can increase the font size and change background colours, using the simple controls provided.

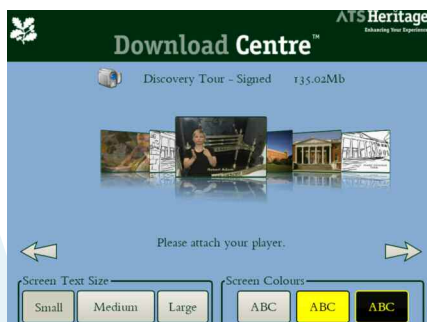


Above: High contrast colour schemes.

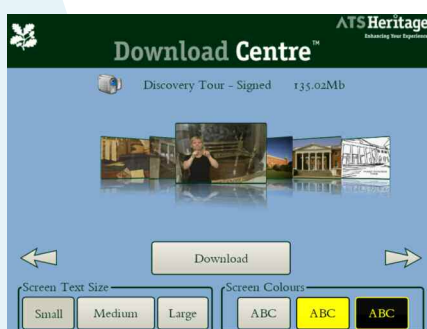
1 South Lane, Clanfield, Waterlooville, Hants, PO8 0RB
 T 023 9259 5000 F 023 9259 5656 E enquiries@ats-heritage.co.uk W www.ats-heritage.co.uk

Operation

Step 1: Connect your device



Step 2: Select your tour



Step 3: Download



Statistics

Download Centre™ records which tours are downloaded and also which devices they're downloaded to. This facility allows you to keep track of how popular your tours are proving with your visitors.

"What a fantastic way to choose an audio tour, really simple to use"

FAQ's

Where to locate the Download Centre?

Ideally, the Download Centre™ should be put in a position where it can be easily seen by visitors, and its presence should be advertised. Staff should be briefed to advise iPod/MP3 users of the Download Centre's location.

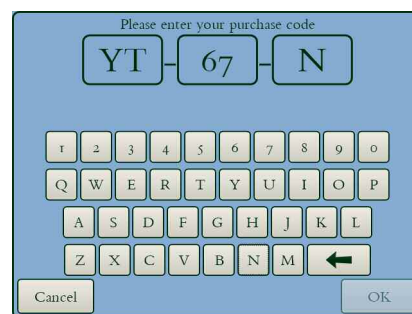
Why not just download from the Web?

Of course there is no reason why visitors should not preload their audio tours and ATS Heritage provides a facility to allow its customers to have downloadable audio at: www.talking-guides.co.uk.

All ATS Heritage customers can have their own page on this web site. However, very few visitors remember to prepare for their visits, and the Download Centre™ provides a method of dealing with this oversight.

Pay to download

If you want to sell your tours the Download Centre™ software can be set to request a code from the visitor as proof of purchase. Print the codes at point of sale with a single button press; the user then enters the code to start the download.



Does Download Centre support other types of content?

Yes, Download Centre™ supports audio, video, images and can even print out notes or maps for tours.

