



Guide to Launching a Cell Phone Tour

Step 1. Cell Phone Reception

Walk the venue with a cell phone from each of the 4 major carriers (Cingular, Verizon Wireless, Sprint/Nextel, T-Mobile). Identify and keep a record of any locations in your venue having marginal signal strength.

If there are locations having inadequate reception then the simplest approach is to place tour STOPS at locations having good signal strength and to avoid placing STOPS in areas having poor signal strength.

For purposes of completeness it should be noted that tourism venues having issues with signal strength at key locations may purchase repeaters that amplify the carrier signal.

Step 2. Tour STOP Identification

A venue may lend itself to numerous tours covering a variety of topics. Identify a set of primary themes that you would like to develop into self-guided tours. Select one of these themes for the initial tour and identify the locations (STOPS) that will comprise this initial tour.

Note: The initial tour may be implemented in phases beginning with a relatively small number of STOPS (e.g. 5–10) in order to facilitate a rapid launch of the tour and to enable the staff to evaluate the visitor response to the service. Thereafter, additional STOPS and tours may be implemented.

Step 3. Script Development

The average STOP should be no longer than 30 seconds to 1 minute. Keeping the script concise helps to ensure that the content duration at any given STOP will not exceed the attention span of the average visitor.

At the end of a script one or more additional STOP numbers may be identified for the purpose of enabling interested visitors to obtain a more detailed narrative about aspects of the subject of the STOP. For example, let's say the Lincoln Memorial is STOP 7 of a tour of the National Mall in Washington, D.C. At the end of the initial 30-second to 1 minute description of the memorial the script may add, "To learn about the Lincoln – Douglas debates input 701 at the next prompt".

Step 4. Recording the Script

Option 1: A rapid approach for prototyping a tour is to record content into a voice mailbox provided by Spatial Adventures. Simply dial the number provided by Spatial Adventures and you will be prompted to record your greeting and to individually record each STOP on your tour.



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Your Greeting should take the form “Welcome to the [your venue] cell phone tour” or “Welcome to the [your venue] cell phone tour sponsored by [sponsoring corporation or foundation]”.

We recommend the STOP recordings take the form:

“STOP #. STOP Title. Script.”

Example: STOP 1. Journey to the Moon. The Apollo capsule on display before you ...

or, in the alternative:

“STOP #. Script.”

Example: STOP 1. The Apollo capsule on display before you ...

When you have completed your recording simply send us an e-mail notifying us that the content is ready. We will upload the content to your audio site and provide you with a tour phone number.

Option 2: Record the scripts in mp3 format on a computer with audio recording software. It is recommended that the recording session be conducted in a quiet environment.

Record the greeting: “Welcome to the [your venue] cell phone tour” or “Welcome to the [your venue] cell phone tour sponsored by [sponsoring corporation or foundation]”

Then record each STOP. We recommended using a format that either takes the form:

“STOP #. STOP Title. Script.” or “STOP #. Script.”

We will provide you with a customer portal that has a web-based upload feature so you may send the files to our server over the web. Alternatively, you may place the mp3 files of the Greeting and the STOPS onto a CD and send the CD to the mailing address provided by Spatial Adventures. We will re-purpose and upload the content to your audio site and provide you with a tour phone number.

Option 3: Record the greeting and scripts in mp3 format at a recording studio. Either send the files to our server over the web or place the mp3 files onto a CD and send the CD to the mailing address provided by Spatial Adventures. We will re-purpose and upload the content to your audio site and provide you with a tour phone number.

Option 4: E-mail the scripts to Spatial Adventures and we will have them professionally recorded at a studio for a reasonable fee.



Step 5. Promotion

Marketing and promotion of the cell phone tour offers an opportunity to secure corporate sponsorships and to sell advertising in return for branding of exhibit/STOP signage, general signage, brochures, and audio content.

For example, the initial Greeting may take the form, “Welcome to the [your venue] cell phone tour sponsored by [company A]”

Exhibit/STOP Signage:

It is recommended that signs be placed at each STOP on the tour. The signage may take many forms including free-standing signs or stickers placed on or near existing exhibit information. The signs should readily identify the location as being one of the STOPS on the cell phone tour (e.g. the sign may include a common symbol representing the tour which is also present on brochures) and include the STOP number corresponding to the exhibit or location. For free tours or tours that are included in the admission fee each sign should include the tour phone number.

General Signage:

It is recommended that signs promoting the tour be placed at various strategic locations. These signs alert the visitor to the existence of the cell phone tour.

For fee-based tours involving an up-sell to the visitor it is recommended that the signs indicate the on-site location(s) at which the tour may be purchased and the price.

For free tours or tours that are included in the admission fee, it is recommended that each sign include the tour phone number.

Brochures:

Include cell phone tour information in existing brochures and/or separate handouts. The brochures/handouts should include the tour phone number, the STOP number and the title of each STOP on the tour, and, where feasible, a visual representation of STOP locations depicted on a map of the venue.

For fee-based tours involving an up-sell to the visitor, the brochure should indicate the tour price and the on-site location(s) at which the tour may be purchased.

Web Site:

Advertise the cell phone tour on your web site. For fee-based tours, Spatial Adventures offers an on-line purchase option to enable your visitors to purchase the cell phone tour over the web.



Spatial Adventures, Inc.

About Us

- In 1996 the founders of Spatial Adventures filed the first of several US patent applications disclosing the cell phone tour concept. Spatial Adventures was granted US patent 6,199,045 in 2001 and US patent 6,985,742 in 2006.
- In 2003 Spatial Adventures developed the *SpatialWave*[™] application [the first custom software application for the cell phone tour market], created the business models for delivering cell phone-based tourism that continue in use today, and launched the first US cell phone tour pilot.
- In early 2004 Spatial Adventures inaugurated the *Mobile Touring Service*[™]; the first commercial cell phone tour service
- Spatial Adventures continues to lead innovation in the mobile tourism field -- offering the first bilingual cell phone tour in 2006 and the first audio descriptive cell phone tour for visually impaired visitors in 2007.
- Ask us for a glimpse of the surprises we have in store for the future.

Our Breakthrough

- Spatial Adventures created a new kind of self-guided tour that for the first time eliminated the cost barrier which had previously limited audio tours to the largest museums and select traveling exhibitions.
- We harnessed the mobile revolution [wireless technology and ubiquitous cell phone handsets] to create a new universally affordable service that enables ALL venues regardless of size and budget to offer visitors compelling and informative cell phone tours.

Your Bridge to the Future

- Today the cell phone tour adds a new dimension to the visitor experience. It is a wonderful tool for expanding visitor appreciation and understanding of your unique exhibits or locale. Moreover, it is a powerful vehicle for conveying your message and for enhancing the relationship with your visitors.
- Today the cell phone is the indispensable platform for capturing the next generation of visitors and for turning them into lifelong patrons. You must reach out to this mobile generation, a generation for whom the cell phone is the crucial medium for communication, entertainment, socializing, and information access.
- Spatial Adventures' cell phone tours are a foundation for the future. Your Future.
- Join with us as we deliver the next generation of innovative services to engage your visitors with fresh and exciting mobile experiences. This is your opportunity to embrace the future and forge a long-term relationship with tomorrow's patrons.