

# AUGMENTED REALITY NEW

We provide an easy way to get started with the hottest trend in museum tech!

## How does it work?

Visitors hold their phone in front of an exhibit to unlock hidden content which pops up on their screen. It's engaging, educational and fun.



# EDUCATE, ENTERTAIN AND ENGAGE VISITORS WITH MOBILE



**Audio Guide** — Convenient and affordable interpretation for exhibits. Visitors use their own phones, dial and enter prompts to hear audio clips.



**Smartphone Tour** — Create an engaging experience in minutes with our mobile web authoring platform. Visitors either send a text message or scan a QR code to get the link to a specific mobile page of content. Add videos, photos, text and audio. No downloads required.



**Augmented Reality** — Unlock hidden interactive content in the exhibits.



**Text Message Alerts** — Stay connected with visitors by text message. Communicate event information and solicit donations.



**Visitor Feedback and Polls** — Every mobile user can receive a mobile survey when they leave. Eliminate paper surveys and increase response rates.



**Mobile Fundraising** — Weave your fundraising “ask” into mobile interactions to raise money.



**Games** — Make learning fun with scavenger hunts, quizzes and selfie contests.



**Text Chat** — Encourage visitors to ask questions while visiting the galleries. Through Text Chat, visitors send a text and your staff responds through our dashboard.

### INSTANTLY SEE:

TEXT  
GAMES  
VIDEO  
3D ANIMATION  
TIMELINES

PROVIDING **MOBILE ENGAGEMENT SERVICES** **12 YEARS**  
TO ORGANIZATIONS FOR



**guide by cell**

Visitor Engagement via Mobile



2018 NEW  
AUGMENTED REALITY

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#### Museums & Libraries

Abraham Lincoln Presidential Library and Museum  
Bill & Melinda Gates Foundation  
Bruce Museum  
Getty  
Hyde Collection  
Minnesota Children's Museum  
Mutter Museum  
Norton Museum of Art  
Phillips Collection  
Phoenix Art Museum  
Puget Sound Energy Museum  
Seattle Art Museum  
Texas Capitol Visitors Center  
Walmart Museum

#### Historical Sites & Cemeteries

Cedar Hill Cemetery  
Colonial Williamsburg  
Texas Capitol Visitors' Center

#### Zoos & Aquariums

Florida Aquarium  
Monterey Bay Aquarium

#### Academic Institutions

UC Berkeley  
University of Pennsylvania

#### Parks & Gardens

Central Park Conservancy  
Golden Gate National Recreation Area  
New York Botanical Garden  
Valley Forge National Park

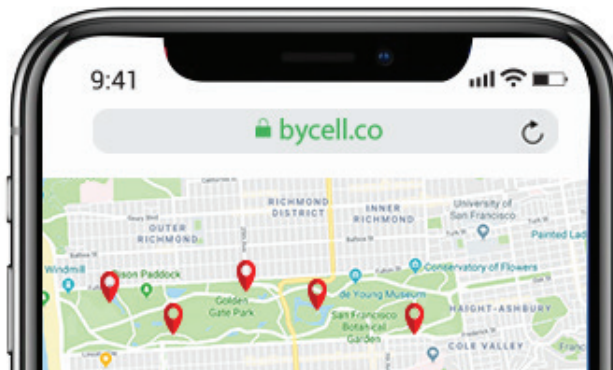
#### Cities & Government

Cheyenne, WY Visitors' Bureau  
City of Gainesville  
Middlesex County

and 5,000 more worldwide!

### Beacons and GPS Wayfinding

Content instantly appears as visitors approach location-triggered exhibits.



Add our Beacons or GPS Wayfinder to your Guide by Cell mobile tour.



**Mobile Solutions for Visitor Engagement**

### MAIN CONTACTS:

**David Asheim**  
CEO  
dave@guidebycell.com  
415.997.0201

[www.guidebycell.com](http://www.guidebycell.com)