



The Audio Guide You Can Keep

The stagnant world of museum's audio guides is changing: an innovative card-concept makes audio guides affordable even for small museums.

- Nubart is the first tangible audio guide that doesn't require dedicated devices nor native apps.
- Despite the fact that Europe's language diversity makes audio guides especially useful, only 15 % of 19.140 European museums are currently offering an audio guide service to their visitors.
- Nubart makes audio guide and big data services affordable and lucrative for small museums



Amsterdam, November 2018 - Since the Stedelijk Museum invented the audio guides in the early fifties, there were only two ways of offering audio guides in a museum: either dedicated devices, often clunky and unhygienic, or more recently free native smartphone apps. But a third player who is digital and tangible at the same time just came to join the game: Nubart.

So far, audio guide services were luxuries that only big museums could afford. That may be the reason why only 15 % of 19.140 European museums are currently offering audio guides. Nubart may change that situation soon by offering card-shaped audio guides that the visitors can acquire at the museum, use with their own smartphone during the tour and then take home. The codes printed on the card (QR-code or alphanumeric code as an alternative) make the card non-transferable, keeping its commercial value for the museum and making each card unique and collectible. Visitors can stream the digital content (audios, images, videos and others) to their own smartphone, without having to download an app or bother in queueing up to bring back any device. And for museums with a bad data coverage or limited Wifi, Nubart also offers an off-line mode to play the audio guide without an Internet connection.



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But if a conventional audio guide service has been already out of reach for most small museums, the same happens when it comes to obtaining data or doing surveys among visitors. Nubart's audio guide cards are a data collection tool by itself: Nubart can collect a lot of relevant and 100% anonymous information from the visitor's smartphone, like the country of origin (probably the most desired data for a museum's director). The audio guide also includes a survey form. Both anonymous data report and integrated survey help museums to better understand their audience. This enables even small museums to use big data to improve and to optimize the experience they provide to visitors, like their larger peers have been doing already for several years.

Nubart deliberately chose not to offer the digital audio guide as an app. The development of an app is expensive, needs to work both on Android and iOS, requires permissions and permanent updates, consumes storage memory on the smartphone and, most importantly, in times of a blatant app fatigue, visitors just don't download them. With a notoriously low download rate, museums get almost no rewards for their efforts. And since museum apps are almost always free, no return on investment is obtained.

Efficient and user-friendly audio guide for museums

We live in the era of immediacy. Few things are more annoying for a museum visitor than losing time queueing up and having to give cash or even an identification document as a deposit for an audio guide device. The alternative of having to look for a museum app on the App Store, wait for the download and to give permissions is not much better and probably explains the low download quota this kind of app usually has. Visitors enjoy Nubart's easy and quick solution. They can access the digital content of the audio guide quickly on the spot, not only at the exhibition itself, but also hours or days later comfortably seated at home with no crowds around. They can also keep the card as a cherished souvenir. "One museum even requested self-adhesive magnetic strips from us", said Nubart's CEO Rosa Sala, "so visitors can put the card on the fridge's door!".

Nubart converts temporary exhibitions in something permanent

Most museums offering audio guides for their permanent collections keep their temporary exhibitions un-guided, mainly due to cost reasons. Nubart's audioguide-cards can be customized for each specific exhibition and, since the access to the content remains, the exhibit can have a much more lasting impact on the visitor. The card can even become an audio publication as an addition or even as a substitute of the catalogue. The Nubart audio guide is a long-lasting branding tool for the museum since its printable surface is suitable for promoting the corporate image of the museum with its logo or a nice image of the exhibit, especially considering that many travellers will take it home. "After its great exhibition about the Catalan philosopher Ramon Llull was over, our customer CCCB (Center of Contemporary Culture of Barcelona) decided to give our audio guide card for free to anyone buying the catalogue of the exhibition" said CEO Rosa Sala. "This is a nice way to expand the reach of the several voice explanations that the curator Amador Vega offered on the audio guide".



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About Nubart

Nubart audio guides have been developed by Digital Tangible SL, founded in Barcelona in 2013. As the name suggest, Digital Tangible's mission is to give *digital* contents a *tangible* container that can be sold, given away, wrapped or kept. After doing so for E-books, Digital Tangible SL launched Nubart in Spain in 2016. With the establishment of an office in Berlin in 2018, Nubart starts now its international journey.

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Nubart Information

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Video: <https://vimeo.com/211402720>