

ACOUSTIGUIDE eNEWSLETTER

February 2011



Acoustiguide UK have had a great start to 2011, after a busy 2010, this year looks like much of the same with some great projects launching in the coming months.

In late 2010 we were awarded the contract for **Chelsea Football Club's** brand new museum, opening in June 2011. It's a fantastic project set in what will be an amazing new multimedia rich museum in London. Chelsea Football Club, who will have 100 Opus Click™ players, will have an adult tour written by Chelsea's Historian, Rick Glanvill and co-produced by Acoustiguide and Chelsea in the Chelsea TV studios.

On being awarded the contract, Sarah Bagg, Chelsea's Stadium Tours and Museum Manager said "We have been very impressed by the professional approach Acoustiguide have displayed and the amount of guidance that has been provided".

Acoustiguide is delighted to be working with Chelsea on this project and wish them every success with the opening of the museum in June.

For a few months now our creative team have been working on the brand new tour for **The Henry Moore Foundation**. Going live in April this year, The Henry Moore Foundation tour shows a unique insight into Moore's working life on location in his home in Perry Green. His extraordinary sculptures can be seen all over the site with images, interviews and behind the scenes footage available on the 75 Opus Click™ players. We strongly recommend a visit to The Henry Moore Foundation, to see a truly amazing site and gain an insight into one of the world's most talented sculptors.



Dunluce Castle, Northern Ireland in conjunction with Tandem Design is purchasing Opus Touch™ players and the Acoustiguide Smartour App ready for the Castle's reopening in April.

We've recently recorded and installed a Mandarin tour at the **Manchester United Museum** which already has the tour available in English, French, German, Italian, Spanish, Polish and Japanese.

We've just installed Opus Touch™ players at **Christie's Auction House** in London and recorded a tour that highlights key pieces for sale. This will be used in the viewing period prior to the high profile Impressionist/Modern Evening sale next week.

Again in late 2010, we won our first Estonian client; the **Estonian History Museum** in Tallinn. Our Opus equipment has been installed on site and we will be on our way over there later in the month to do some Opus Content Manager training for staff.

In Italy, it is business as usual with the **Peggy Guggenheim Collection** in Venice and **Galleria Borghese**, with **Poldi Pezzoli** upgrading to Opus Touch™ and **Galleria Doria Pamphilj** renewing their contract.

To find out more about anything we've mentioned in this month's newsletter, please contact us.



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