

Exhibit freedom | **guidePORT**<sup>™</sup>



The dinosaur sounded like ROARRRR!!

Le dinosaure poussait un cri comme ROARRRR!!

¡¡El dinosaurio sonó ROARR!!



Exhibit



Because your commitment to visitors is always on ...

You've created an environment in which visitors can learn...grow...be entertained.

But what if you could enhance their experience by creating a level of personalization and interactivity beyond their expectations?

At Sennheiser, we've made it possible with GuidePort, an easy-to-use yet technologically advanced system that links the exhibits to your visitors and your visitors to you in ways you never dreamed possible.

*Ancient astronauts traveled to the earth in stone spaceships*  
*Les astronautes de l'antiquité survolaient la terre dans des vaisseaux de pierre...*  
*Antiguos astronautas viajaban en naves de piedra...*

personalized tours, anytime, any



GuidePort is a unique personal audio touring system that makes every visitor feel as if your venue was built exclusively for them. With information that you control and transmit wirelessly from a central location, you can customize tours, presentations, live events in virtually any environment, indoors and out. All to give your visitors what they value most. Freedom.

*Ballenas pueden crecer hasta...*

*Whales can grow to over...*

*Les baleines peuvent grandir à...*

place, anywhere.

Introducing a revolutionary  
new way to bring exhibits to life

guide**PORT**<sup>™</sup>

Don't just hand your visitors an experience. Give them the freedom to create their own – with GuidePort, an innovative new personal audio tour system from Sennheiser that lets visitors interact with your exhibits as never before.

Allow your visitors to hear what they want to hear, when they want to hear it.

Let them connect with your exhibits emotionally, as well as intellectually.

Guide them on their own path.

Make them want to return, time and time again.

emotion



*Au changement de siècle, nouveaux mouvements usurpés...*



*Hacia la vuelta del siglo nacieron nuevos movimientos...*

*At the turn of the century, new movements usurped...*



select a language

hear it again

create your own path



choose your program

listen to live events

Exhibit self-control

guidePORT™

Trigger a response.

Speak to visitors in their  
language and on their level.

Let them approach genius—  
from anywhere.

Increase their comfort.

Communicate live or use  
pre-recorded material.

# The freedom to experience



## **A technological edge for you... endless possibilities for your visitors.**

Their unique experience begins when visitors pick up GuidePort wireless headphone/receiver systems, programmed to the language and level they desire. Small identifiers located throughout your venue trigger visitors' receivers to play the appropriate audio file, corresponding to the exhibit.

With the ability to communicate information that resonates with your visitors, you now are free to:

- Tailor tours to specific groups
- Attract and accommodate a new, larger audience
- Boost repeat traffic
- Direct attention to special exhibits and promotions
- Increase revenue

The same technology that lets you target your message also gives visitors unparalleled flexibility. Unlike yesterday's tours that require visitors to





follow a pre-defined path, GuidePort allows them to view exhibits at their own pace in any sequence they choose. Their tour experience is further enhanced by GuidePort's lightweight and rugged receiver (with individual volume control), engineered by Sennheiser, the world leader in audio technology, to provide unparalleled sound quality over a comfortable headset.

The bottom line: when you give your visitors the freedom to control their own experience, they'll return time and time again, giving you the freedom to succeed.

## Sophistication made simple

GuidePort gives your visitors freedom without putting a system management burden on you. Its customizable sound implementation software lets you add, remove or change audio material simply and easily from a centralized command center. In addition, each GuidePort component delivers quality and reliability that both you and your visitors can depend on day after day...year after year.

The future is here today...





Exhibit state-of-the-art technology

guide**PORT**<sup>TM</sup>

A central point of control.

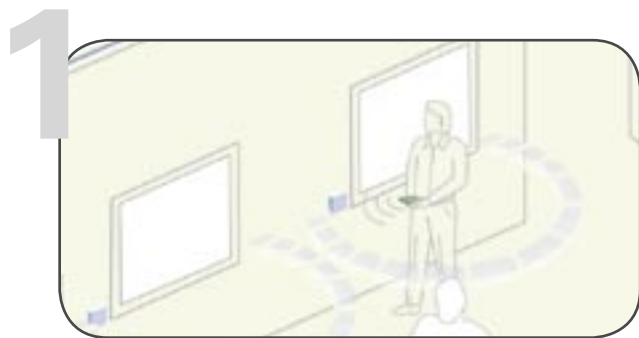
The freedom to change your mind.

We're on your wavelength.

Know your visitors inside and out.

# guidePORT™ innovation

The premise of GuidePort is simple: Using a standard PC, you create and/or store audio files that are associated with your exhibits and their corresponding identifier units. These audio files are then uploaded by GuidePort software to "cell transmitters." Each cell transmitter stores audio for a defined space in your facility. When a visitor enters a space, audio for all of the exhibits within that space is downloaded to the visitor's receiver. When that receiver comes within an identifier's range, audio associated with that identifier (and the exhibit) is then played by the receiver. Control over all facets of programming can be accomplished from a single central location.



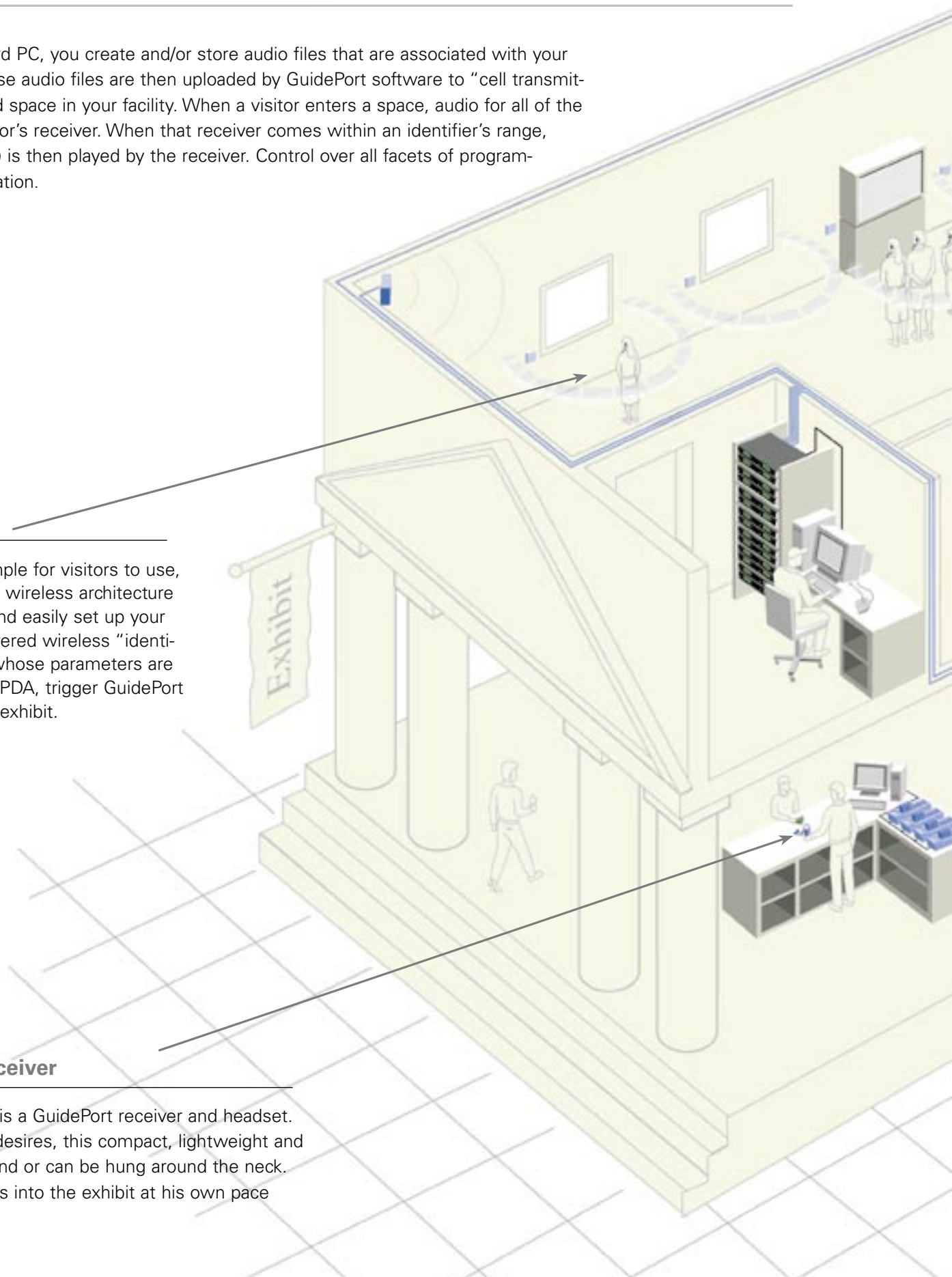
## Easier than Caller ID

The GuidePort system is designed to not only be simple for visitors to use, but also easy for exhibitors to operate. The advanced wireless architecture behind the GuidePort system allows you to quickly and easily set up your facility by simply placing battery operated or DC powered wireless "identifier" units near selected exhibits. These identifiers, whose parameters are configured using a standard infrared-capable Palm™ PDA, trigger GuidePort receivers to play audio streams associated with that exhibit.



## Simply hand your visitors a GuidePort receiver

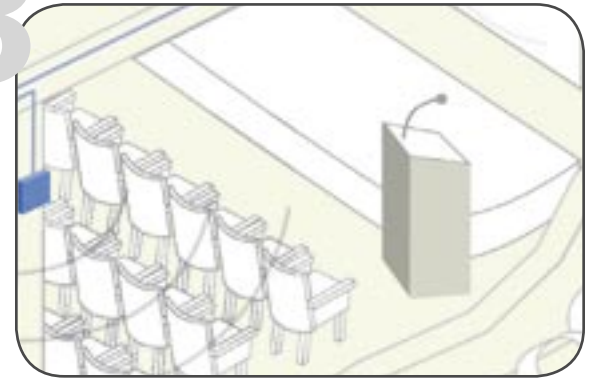
All the visitor needs for an unforgettable experience is a GuidePort receiver and headset. Programmed to the language and/or level the visitor desires, this compact, lightweight and durable device fits comfortably in the palm of the hand or can be hung around the neck. Without pressing buttons, the visitor simply proceeds into the exhibit at his own pace — the GuidePort system takes care of the rest.







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### Is it live, or is it...

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One of the many advanced features of GuidePort is its ability to integrate live audio, opening up new possibilities in interactive exhibiting. Visitors can listen to live demonstrations, concerts, movies and video presentations seamlessly, with sound that is perfectly synchronized with the picture. When they like, visitors simply continue exploring your facility.

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### Control everything from one central point

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All stationary components of GuidePort can be easily accommodated in a central location. Cell transmitters interface with the Central Control Unit (your PC), via standard Ethernet. Antennas are connected using standard shielded CAT 5 cable. Audio files may be created anywhere in any standard format. They are converted to .WAV files before they are imported into your GuidePort system. Once you get everything set up, GuidePort pretty much runs itself. The only thing you will need to use the Central Control Unit for is configuring or reconfiguring the system. It's a control lover's dream.

# guidePORT™ innovation

## System components



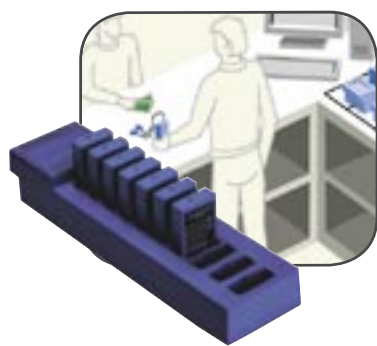
### Personal wireless receiver and earphones

The durable, lightweight wireless receiver is designed with ease of use in mind, giving your visitors total control over their audio experience. They can easily adjust the volume, pause or repeat information they would like to hear again. The high quality audio headphones fit all age groups comfortably and can even be customized with your logo or the logo of a sponsor.



### Customizable Audio Configuration Software

To enable management of a frequently changing exhibit environment, Sennheiser has engineered a powerful list-based audio configuration software that makes it easy to control your audio tours. Simply update the master audio list as exhibit items and corresponding identifiers are moved.



### Wireless receiver charger/programming station

GuidePort's compact charger system holds up to 10 wireless receivers per unit and can store the receivers between uses. Fully charged receivers can be used for approximately four hours before needing another charge. Chargers are linked to the control unit (your PC) and allow you to program the receivers for language and/or level.



### GuidePort audio cell transmission unit

At the center of the GuidePort system is Sennheiser's award winning wireless technology. This robust multi-channel RF (radio frequency) wireless transmitter provides the audio (pre-recorded and/or live stream) that is downloaded into a visitor's receiver when he enters a "cell" or defined space within your facility. Since the audio is stored in each visitor's receiver, the GuidePort system can handle as many visitors as a facility has receivers.



### Identifier/customizable trigger zone

Battery operated wireless identifier units are mounted near or behind items on display in your exhibit. These small devices identify when a visitor is within a specified range of the displayed item, triggering the GuidePort receiver to play the corresponding audio file. The trigger range, along with other parameters of the identifier, is programmed via an infrared enabled Palm™ compatible PDA.



### Hidden wireless antenna system

Discreet wireless antennas are strategically placed throughout your exhibit to allow receivers and cell transmitters to inter-operate. These state-of-the-art antennas are designed to operate indoors or out on a license-free dedicated radio frequency that is ideal for digital audio and resistant to outside radio interference.





## Sound Innovation

Sennheiser is one of the world's leading companies in electro-acoustics. Our technology has been awarded an Oscar, an Emmy and a Grammy for ground-breaking technologies as they apply to film, television and the recording industry. Our customers include the music industry's top performers and producers, consumers, museums, theaters, aircraft manufacturers, and others. The one thing they all have in common — they understand that high quality audio solutions can positively impact the people they touch.

 **SENNHEISER**

# Exhibit

# guidePORT™



You strive to offer your visitors a unique experience each time they walk through your door. Using GuidePort's revolutionary technology, you can distinguish yourself from other venues, create a more powerful brand, and reach out to new audiences and markets. Explore the possibilities that freedom provides. Call Sennheiser today and start exhibiting at your best.

**For more information,** contact us at:

**860-434-9190**

or go to our web site:

**[www.guideport.com](http://www.guideport.com)**





Your personalized tour starts here

guide**PORT**<sup>™</sup>

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

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