

YOU HEAR  
WHAT YOU SEE

PICKUP™  
AUDIO GUIDE



 dataton

SENSATION CREATION



TECHNO  
CLAPPING  
BIRDSONG  
FAIRYTALES  
GENTLE RAIN  
I HAVE A DREAM  
SANDSTORM  
HIP HOP

SHOTGUN  
WAVES ON THE BEACH  
SQUEALING BRAKES  
WINSTON CHURCHILL  
ARCHIVE NEWSREEL  
ANDERSEN  
DYNAMITE  
CLASS BAND,

PICKUP™

LISTENERS SCHOOLS SHOPS TRADE FAIRS CORPORATE PRESENTATIONS

**1) WELCOME TO A NEW ERA.** WE'VE MADE THE WORLD OF THE INTERNET A PART OF OUR EVERYDAY LIFE. NOW HOW ABOUT TEAMING THAT WEALTH OF CHOICE AND INFORMATION WITH THE REAL, PHYSICAL WORLD. AND WITH A CONTENT THAT'S ADAPTED TO MEET INDIVIDUAL NEEDS. WITH THE DATATON PICKUP AUDIO GUIDE YOU GET THE BEST OF BOTH WORLDS.

Want to hear PICKUP for real? Punch out this logo and attach it to your business card. It gives you free entrance to selected exhibitions that employ PICKUP. Find out more at: [www.dataton.com/pass](http://www.dataton.com/pass)

WANT TO KNOW MORE ABOUT A SPECIFIC OBJECT? SIMPLY POINT AND CLICK WITH YOUR PICKUP. ENJOY EXCELLENT STEREO SOUND IN YOUR HEADPHONES. SELECT THE LANGUAGE OF YOUR CHOICE. USE PICKUP FOR CULTURAL OR COMMERCIAL PURPOSES, FOR EXPOUNDING ON HISTORY OR THE FUTURE, FOR SMALL-SCALE OR A LARGE-SCALE INSTALLATIONS. **AS CREATIVE AS YOU ARE**

PICKUP<sup>TM</sup>

ONS PICKUP TRAINING VISITOR CENTERS MUSEUMS THEME PARKS SAFARI

**2) PICKUP AUDIO GUIDE** IS EVERYONE'S FAVORITE. NO MATTER WHETHER YOU'RE OLD, YOUNG, WITH DIFFERENT LANGUAGES, WITH LEARNING CHALLENGES, JUST OUT OF PRESCHOOL OR GRAD SCHOOL... YOU JUST PUT ON THE HEADPHONES, AND POINT AT THE LITTLE TRANSPONDER NEAR THE OBJECT OF YOUR CHOICE. YOU CAN REPEAT A MESSAGE, FAST FORWARD TO THE NEXT MESSAGE, CHOOSE A LANGUAGE OR SPECIALTY. YOU CAN EVEN SHARE A PICKUP WITH A FRIEND WHEN YOU WANT TO LISTEN TOGETHER..



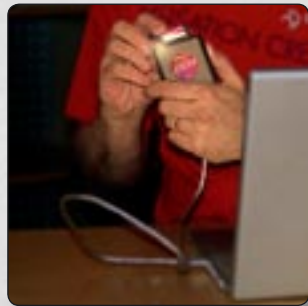
AND THE AUDIO ITSELF... HIGH QUALITY STEREO SOUND RIGHT IN YOUR EARS, WITHOUT CUTTING YOU OFF FROM WHAT'S HAPPENING AROUND YOU. IMAGINE HOW THAT ENHANCES A VISIT! **YOU HEAR WHAT YOU SEE**



### 3) REACH NEW HEIGHTS, GET INSPIRED AND PICK UP ON THE CREATIVE POTENTIAL OF PICKUP IN YOUR UPCOMING EXHIBITION. BUT HOW? HOW DO YOU GET THE AUDIO INTO YOUR AUDIO GUIDE? HOW MUCH TIME, MONEY AND SHEER EFFORT DOES IT TAKE TO MAKE IT ALL WORK? READ ON, GET STARTED, AND **AIM FOR THE STARS**



It is extremely easy to get started with **PICKUP** – the hard work is creating a good script. Audio content can be produced in-house or with the aid of professional sound production facilities. The final sound messages are saved as MP3 files on a PC or Mac.



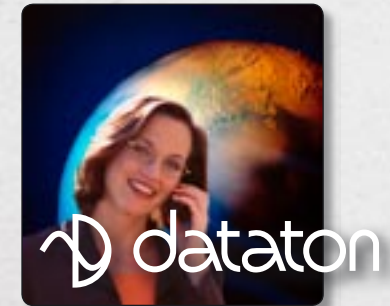
Name your sound files according to the standardized structure and copy them to smartmedia **memory cards**. Duplication takes minutes, yet each card can contain between 2 and 16 hours of audio, depending on the quality level specified.



Mount a **HOTSPOT TRANSPONDER** next to each object that is featured in a sound message. Screw the hotspot into place or use the self-adhesive pad. Insert the memory card in the **PICKUP** and plug in the headphones. That's it. No snaking cables, no configuring computer networks.



For a quick hands-on guide to the **PICKUP** system, order our complete **PICKUP MAGIC BOX**. It contains everything you need to get started: a **PICKUP**, hotspots, power supply, card reader/writer, headphones and a sample installation. And help is never far away.



Dataton is a Swedish company with a global network of vendors and media producers. Check out our full range of products at [www.dataton.com](http://www.dataton.com) and read the latest success stories from companies already addicted to **PICKUP**.

## 4) TECHNICAL SPECIFICATIONS

### PICKUP™

Article No. 3355

Dimensions: 12x47x94 mm

Weight: 65 g

### DESIGN

Robust anodized aluminum shell. LED matrix display with excellent legibility in divergent ambient light conditions.

### BATTERY

Lithium polymer. A completely drained battery recharges in two hours. Fully charged, the battery will operate up to 10 hours.

### AUDIO CONNECTION

Dual stereo jack, 3.5 mm, for two sets of headphones. Can also be connected to line inputs for PA system.

### USER INTERFACE

- PLAY/STOP, FORWARD, BACKWARD on the central yellow button.
- Volume control
- Five tone presets (side buttons).

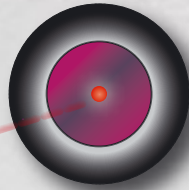
### SMARTMEDIA CARD

Article No. 3164 Stores 2–16 hours of audio, depending on quality requirements.



### HOTSPOT TRANSPONDER

Article No. 3395



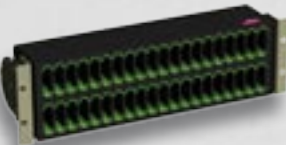
Mounted next to objects with featured sound messages. Range: 0.1–9 m. Transmission technology: IR. Dimensions: Ø34 x 14 mm. Power cell, 1 year life span.

### CHARGERS

There are three kinds of chargers for PICKUP.

### PICKUP™ CHARGER RACK

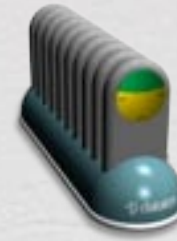
Article No. 3545



Charges up to 40 PICKUP units at a time. Suitable for 19" rack, reception desk or tabletop use.

### PICKUP 10 UNIT CHARGER BAY

Article No. 3546



Charges up to 10 PICKUP units at a time. Tabletop use. Portable.

### PICKUP™ PERSONAL CHARGER

Article No. 3547



Charges one PICKUP at a time. Can be connected to headphones or an external stereo system for audio replay during charging.

### PICKUP™ PRODUCER'S MANUAL

Art. No. 3957 Explains the process of producing the audio content for an exhibition based on PICKUP.



### PICKUP™ MAGIC BOX

Art. No. 3655



Practical box containing everything you need to create a small PICKUP exhibition: one PICKUP unit with high quality headphones, demo soundtrack with HOTSPOT TRANSPONDER units, extra smartmedia card, and USB card reader/writer as well as a PERSONAL CHARGER.



BEHIND THE SCENES  
ON STAGE  
OUT FRONT

*Dataton was founded in 1973 with the aim of enriching the visitor experience with the aid of audiovisual products. R&D facilities are located in Sweden. Dataton is represented in most countries and its products are used by many internationally famous entertainers and museums. PICKUP is the latest addition to a rich flora of multimedia-related products, all renowned for their reliability and usability. At [www.dataton.com](http://www.dataton.com) you can find out more about the Dataton range and read real-life user stories, or call +46 13 102450 for more information.*

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PICKUP™

HOTELS CULTURE BOTANICAL GARDENS WILDLIFE RESERVES