



Never seen  
**before!**

guidePORT – Your Personal  
Guidance System

# Intensivierung der Landwirtschaft

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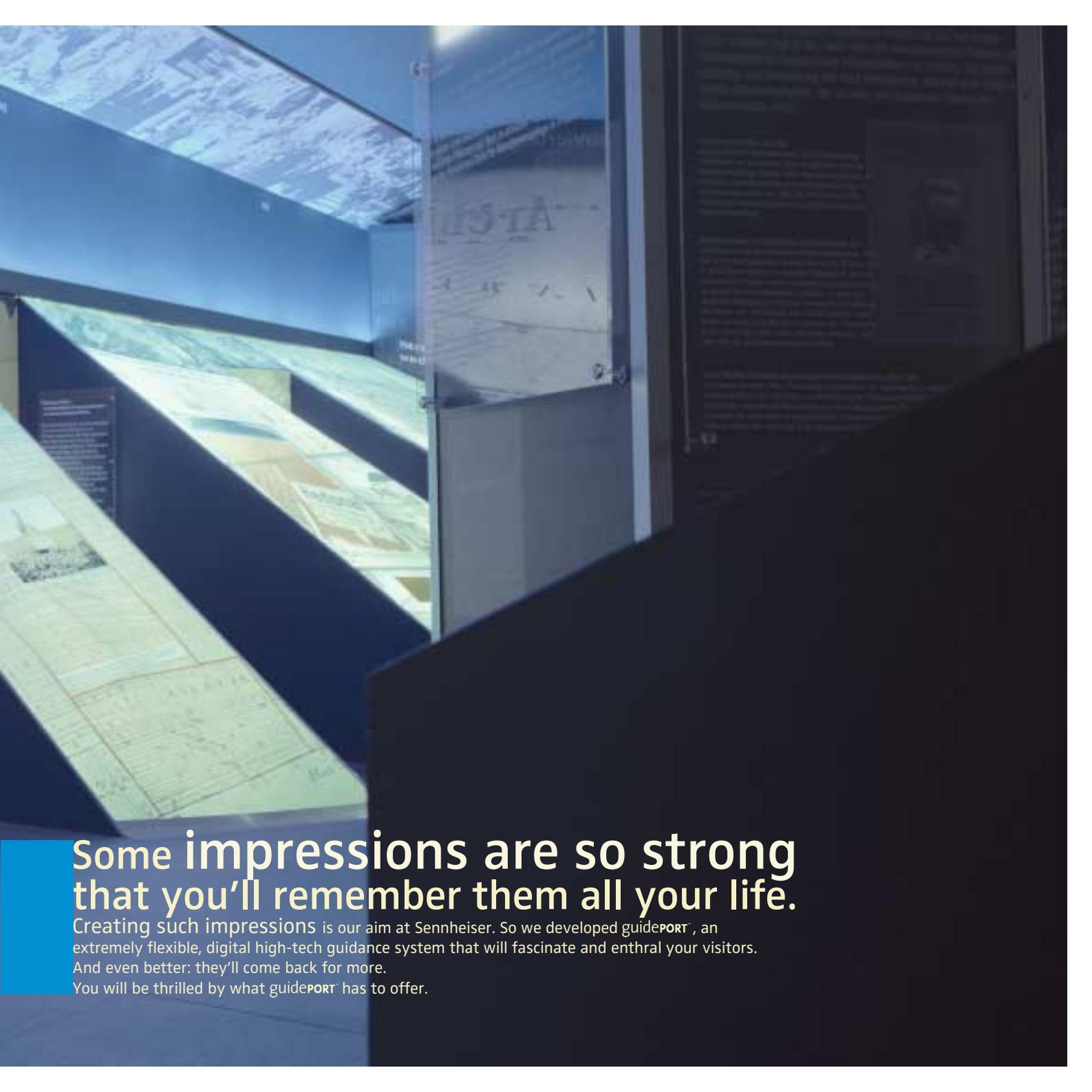
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## Some impressions are so strong that you'll remember them all your life.

Creating such impressions is our aim at Sennheiser. So we developed guidePORT, an extremely flexible, digital high-tech guidance system that will fascinate and enthrall your visitors.

And even better: they'll come back for more.

You will be thrilled by what guidePORT has to offer.



# Especially when they lead to success. guidePORT™ from

The acoustic visitor guidance system guidePORT™ will guarantee your customers an unforgettable visit. And you too will benefit from the system's incredible flexibility.



At your guidePORT® collection point, you can decide together with your guests which information or which programme each visitor group will receive. That can include informative explanations, live commentary, lip-sync film soundtracks or other “real-time” sound events.

As soon as visitors approach an exhibit on their tour, their selected programme starts automatically. This is triggered by an “identifier” on the exhibit, a small transmitter that is recognised by the receivers worn by the visitors. Once triggered, the programme is transmitted to the individual visitor’s receiver. If the visitor moves on to another identifier/exhibit, the next batch of information is started.

The identifiers act as highly flexible initiators. Exhibits can easily be relocated or exchanged – the identifier simply goes with them. This offers you maximum flexibility in displaying your exhibits, and visitors are free to choose their very own guided tour.

The entire system is administered via a PC, which stores the audio files in a cell transmitter. Active antennas are then used to transmit the information to wherever it is needed. What is more, you can use the PC to update the audio information or make whatever changes you like – without the visitors noticing a thing. Their guided tour continues without interruption. This flexibility ensures that the visitors can simply relax and concentrate on the exhibits.

The benefits of guidePORT® at a glance:

- ▶ Centrally organised information that is always up to date
- ▶ Exhibit information and location can be changed in a few simple steps
- ▶ Any communicative aim can be implemented
- ▶ Can be used anywhere (indoors or outdoors): museums, art galleries, guided tours of factories or public buildings, amusement parks and theme parks, temporary exhibitions, shopping malls, tours of sites or exhibition grounds, etc.

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guidePORT<sup>™</sup> also makes it easy for you to meet the specific needs of your audience. For example, tourists can be given information in their own language, while experts or children can be addressed at levels that suit their particular needs. Furthermore, guidePORT<sup>™</sup> allows you to offer specially prepared guided tours, for example for schools or other group projects. This ensures that you reach significantly more audience groups than is usually the case.

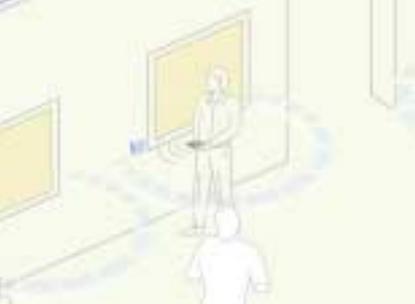
The benefits of guidePORT<sup>™</sup> at a glance:

- ▶ Several languages and levels of information
- ▶ Special tours for groups
- ▶ The audio starts automatically in real time
- ▶ Free choice of tour route
- ▶ Extremely comfortable to wear

A high-angle photograph of a modern, multi-level atrium. The space is characterized by white walls, a grey carpeted floor, and glass railings. A central staircase with dark blue steps and silver handrails leads down from the upper level. Several people are visible: one man in a white shirt and dark trousers is walking down the stairs, another man in a blue shirt is walking up, and a group of three people is standing on the lower level. The ceiling is white with recessed lighting. Large windows on the right side provide natural light. A blue rectangular graphic element is positioned on the left side of the image, partially overlapping the text.

# Whichever way you go, it's the right direction.

And it's always the perfect setting. **guidePORT** offers your guests unlimited freedom. Before the visitors begin their tour, the receiver is set to the language and programme of their choice. They are then each given their "personal" set of comfortable, lightweight headphones and a pocket-size receiver. No matter which exhibit they choose to go to first or which action space they enter, the corresponding audio information will start automatically or the specific sound event will be triggered. This means that your guests are free to choose their own route through the exhibition. And at the same time, they can enjoy perfect hi-fi sound quality in their headphones as they listen to their own personal tour guide. The volume can be set individually to whatever level the visitor prefers.



A battery-powered or mains-powered "identifier" is placed at each of the exhibits. As soon as visitors approach the exhibit, their receivers recognise the identifier and start the selected programme. The range of the identifier can be individually adjusted so as to activate only those receivers that are in the immediate vicinity. The unobtrusive antennas of the cell transmitter wirelessly transmit the audio information to the visitors' receivers in every part of the room. Antennas and identifiers can, of course, also be concealed in such a way that the entire system is invisibly integrated into the display.



All your visitors need for a fascinating tour is a guidePORT receiver and a set of comfortable headphones. Before they start their tour, visitors take the receivers directly from the charger and select the programme required, which has already been set at the collection point PC. For larger groups of visitors, selected receivers in the chargers can be set to a certain programme that is the same for all members of the group. The Stop & Repeat function allows visitors to interrupt the audio information at any time or to play it again. Visitors can set the volume individually at the level they prefer.



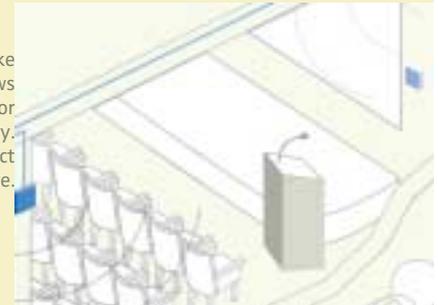
# Guide, interpreter and entertainer all in one: the guidePORT™ system.

Individual, easy and convenient. The guidePORT system uses state-of-the-art technology aimed entirely at maximising user-friendliness. It is controlled easily and conveniently from the Central Unit (PC). Our illustration shows how you can use guidePORT.



guidePORT offers you the possibility to make presentations and events interactive. This allows your guests to experience concerts, videos or demonstrations even more intensively. Film soundtracks are transmitted in perfect synchronisation with the picture.

The distribution of information is organised by the Central Unit together with the corresponding system software, either via the central PC of a network or using a notebook. For extensive installations, several PCs can be set up and networked in order to transmit the audio information for the visitors to the cell transmitters, which in turn feed it to the antennas.





### The guidePORT receiver:

Just four buttons are enough to ensure convenient operation. Each visitor can select his or her own volume. Or they can stop the information programme or simply play it over again if they wish. The ultra-lightweight stereo headphones clip comfortably on the ear without the need for a headband. With their excellent hi-fi sound, they make no compromises when it comes to audio quality.



### The practical charger unit.

The charging stations can be conveniently connected to the PC at the collection point. Here, the receivers can also be set to the language required or the different information levels. The visitors can then be given their own "personal" guidePORT receiver. The charger unit is also used for storing the receivers.



**The identifiers.** Each of the exhibits has its own identifier either attached to it or located nearby. Each identifier has a special ID code that it transmits constantly. When visitors enter the magnetic field of the identifier, their receivers pick up the identifier's ID code. The ID signal then triggers the transmission of the audio information.

### Further advantages: guidePORT Statistics

The GP STM software "reads" the receivers when they are handed back at the end of a tour. This allows you to determine where visitors went to in the exhibition and which language was set on the receiver. You can recognise visitor profiles, for example where individual visitors focused their attention in your exhibition – vital information when it comes to making your exhibition even more visitor-oriented and offering additional services. A souvenir shop or a restaurant can be included in this analysis. At the end of their tour, visitors can be given a print-out showing their personal route through the exhibition. That will tell them not only what they have seen but also what they have missed. In this way, you will be inviting them to make a second visit.

# The key elements of a digital all-rounder:

To give you an overview of exactly what the guidePORT<sup>®</sup> system entails, here once again are the key elements:



**The Central Unit and system software.** Management of the audio information is carried out by the GP SYS system software on the central PC or on a notebook. Its function is to “coordinate” your exhibition. It matches the audio information with the corresponding exhibits, ensuring that visitors hear their selected programme at their chosen information level and in their own language at exactly the right place. The Central Unit is required only for configuring the system and not for its ongoing operation. It supplies the data to the cell transmitters, which store the audio information for the visitors.



**The cell transmitter:** The transmitter allocates the programmes required to the antennas. The programmes are transmitted only once as files from the central PC to the various cell transmitters, where they are stored and fed to the antennas via a data cable.



**The active antennas:** The extremely inconspicuous antennas radiate the audio signal wirelessly to the receivers in every part of the room. The antennas receive their signals from the cell transmitters.

## guidePORT<sup>®</sup> Announcements

Since the visitors receive all their information wirelessly by radio, you can address them at any time, for example to publicise any special events or services that may interest them. Announcements can be triggered manually or played automatically in freely selectable cycles.

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For further information on **guidePORT**, visit our website at  
[www.guideport.com](http://www.guideport.com)

Our special thanks go to the Rainforest House and the Mystery Park.