

BESSACARR

LOOK AT

INTERPRETATION BOARDS

PUBLICATIONS

AUDIO

Over 25 Years of interpreting the built and natural environments

LOOK AT™ Publications

Our audio guides are easy to use and give another dimension to your visitors' experience. They are particularly effective when used with our walkaround guides or interpretation boards.

Benefits to you

- Explores associated themes and values further
- Brings history to life in an engaging and stimulating way
- Improves visitor flow
- Adds value to the visual experience.
- Can be a 'taster' to encourage people to visit
- Suitable for people with visual impairment
- Provides for all ages



Available in a number of formats suitable for podcasts, audio downloads, pre-installation onto an audio device, iPods® or mobile phones.

Benefits to your visitors

- Gives the types and amount of information at the right time and place
- Gives the feeling of having your own personal tour guide
- Easy to download and to follow
- Enables visitors to listen to key facts at their own pace.



Download a free sample

Go to www.lookatguides.com/audio/gilwell.

Follow the instructions and enter G7631-9278.

This audio guide was produced as to compliment our new guide to Gilwell Park, the home of the Scout movement. It is designed for a tour around the site.

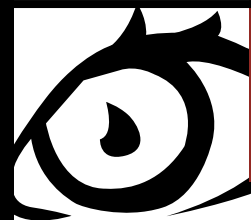
For further information and to discuss your needs please contact Tom Willans.

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Our Normal 6-step Process for Audio Guides

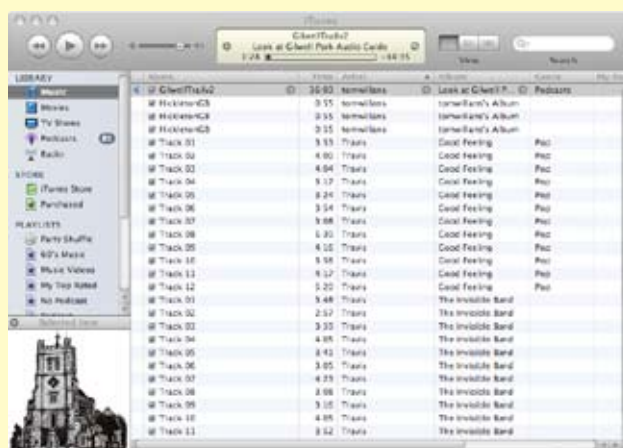
Our work with audio guides can be based upon one of our print guides. The two will not be identical as the text and structure has to take account of different media and prompts (visual images in print, sounds in an audio guide).

1 Research:

We request any readily available background material by post or email.

We visit you to clarify the approach, emphasis and content and your choice of delivery mechanism, iPod, on-line, mobile phone, or bespoke audio device.

We carry out on-site research and photography, if needed, for if any images needed e.g. some podcasts.



2 First draft script:

We send you a first draft script of your audio guide for checking and comment.

3 - Second draft script:

We produce a second draft script incorporating your comments and changes. You approve this.

4 - Recording

We produce the record and mix the audio.

We provide you with a copy to check as an mp3 or audio format needed.

You give your final approval.

5 - Production as needed for the delivery mechanism:

The recording will be adapted for the delivery mechanism needed.

This stage can vary according to the choice of mechanism.

6 - Follow-up contact:

We contact you again after delivery to make sure you are completely satisfied.

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