

# Case study 23 - audio-guide handsets

## *Using: Antenna International*

### The Beatles Story

The Beatles Story is the world's largest permanent exhibition purely devoted to the lives and times of The Beatles, located in the Fab Four's hometown of Liverpool.

The Beatles Story takes visitors on an immersive, atmospheric journey through the lives, times, culture and music of The Beatles using audio-guides.

These exclusive guides are packed with information, imagery, video interviews, beautifully narrated by John Lennon's sister, Julia Baird.

Find out how the Fab Four met and walk through recreations of key locations and moments from the band's career including The Casbah Club, Hamburg, The Cavern Club, Abbey Road Studios, America and much, much more.

A must for any music fan, The Beatles Story features an impressive collection of fascinating authentic memorabilia including original instruments, clothing, John Lennon's spectacles, Ringo Starr's drum kit, rare album sleeves, never-before-seen photography and original handwritten lyrics.

With a rolling programme of special exhibitions, you can visit time and time again and always discover something new.

The audio-guides are included in the admission price and are available in twelve different languages (English, French, Spanish, German, Italian, Russian, Polish, Mandarin, Cantonese, Japanese, Brazilian Portuguese and Korean).

#### **Timeline:**

The Beatles Story are currently developing new multimedia guide together with **Antenna International**. To develop a project like this would take 6-12 months, depending on what the content is.

The Beatles Story look at upgrading every 3 years mainly due to the hardware becoming obsolete, however, there are now PWA versions that can be downloaded onto the customers device via a QR code. This then eliminates the purchase or hire of the number of guides needed.

#### **Cost:**

The estimated cost of their current project - which includes purchasing 350 new devices and creating a new 1-hour tour in all languages above - is expected to cost approximately £200K.



### Some advice from Mary at the Beatles Story:

- *I would suggest you look at developing a tour that is downloadable to the customers device, reducing the purchase / hire of devices to operate.*
- *If you are looking to offer alternative languages, I think this is the best way to do this and is an excellent KPI to attract new markets from tour operators.*
- *The guide we are now looking at, is a multi-media guide with some exciting interactive features eliminating on site interactives which can be an operational nightmare*
- *The device we are looking at, gives us the ability to analyse what visitors are looking at (hotspots) and what they are skipping, also we are able to collect some customer feedback about their visit at the end with a sort survey. Data capture is a key part of the device.*
- *We include the audio guide as part of the visit as we feel it enhances our product.*
- *There are always exciting new developments in this field that I feel helps to deliver an exciting product.*

