MUSEUMMATE

MuseumMate develops tour assistants, audio guides, sign language guides and other technological content broadcasting solutions for museums, monuments, cultural and leisure spaces and cities.

www.museummate.com

DATA INTELLIGENCE FOR BETTER UNDERSTANDING THE VISITOR. TOUR ASSISTANTS, AUDIO GUIDES AND MULTIMEDIA GUIDES FOR TOURIST DESTINATIONS

MuseumMate has been the leader in the **manufacture, development and marketing** of audio guides for the tourism sector for over 27 years. With over 15 million

MuseumMate hasn't just revolutionised audio guide and app technology for tourism destinations; it has revolutionised the concept itself.

Intelligence from data: thanks to its Visitors Analytics tool, every visitor to a tourist destination is monitored. Visitors Analytics allows the habits, behaviour and interests of visitors to be understood in real time.

Content generation: content is generated for the tourist destination based on innovative storytelling techniques. Messages are shared through emotions.

Innovation: they are the leading developer of new technologies within the sector:
- Web apps: the most innovative solution, sent directly to the visitor's mobile phone without the need for an internet connection or download
- Apps: for Android and iOS smartphones
- Own devices: The SmartGuide can provide visitors with a device to accompany them on their visit.

Turn-key: a human team on hand so that destinations can get the best tool without needing to put in any extra effort or work.

Scope of smart destination application	Solutions for destinations in the following areas	Type of solution
Technology **Governance**		