

Production Steps (Schedule)

Many IT companies offer a technical solution, but leave it to the museum to produce and manage the content. Nubart has an international team of professionals who work with you to create the audio guides with a first-class service. Here we describe the standard approach:

□ DAY 1

DESIGN AND PRINT

As soon as we have a signed agreement, we work with you to design the cards or tickets. We need to build in time for them to be printed; the entire printing process, including the digital reproductions of our codes, takes about 3 weeks. This task is independent from the implementation of the digital audio guide and can be done in parallel.

□ DAY 2

COORDINATION, CONSULTATION

If possible, a member of our team will come to your museum to become familiar with the exhibition(s). At this point he will also review your audio guide script. Together we will look at which other digital content (videos, panorama images, etc) can be integrated to enhance the video guide.

During this visit we can record comments from the curator or artist to be included in the audio guide, if the timing works for you.

□ DAY 3

TRANSLATION

We send the approved script out for translation into the desired languages. Our translations are done by an international team of professional translators with humanities and arts backgrounds. If you want, we will gladly send you the translations to check.



□ DAY 13

VOICE-OVERS

Once the text translations have passed quality control we send them to our team of professional, native-language narrators. If you wish, we will send you samples of voices to choose from.

□ DAY 19

SET-UP OF THE DIGITAL AUDIO GUIDE

We have developed a CMS optimised to deliver our audio guides. A member of our staff loads the content in the various languages and in the right order into our system. You can receive a visual representation of the work to review.

□ DAY 21

AUDIO GUIDE - DELIVERY

We always try to deliver the finished audio cards in person. This allows us a "live" walk through the exhibition with the audio guide and to confirm that everything works as expected. We also explain to your staff how the cards and audio guides work, do a demo, and answer questions (especially if this is your first time using Nubart audio guides).

□ DAY 28

FIRST CHECK

Our service engagement does not end with the delivery of the cards! The first weeks of using the cards in practice may lead to new questions from your staff. You may also receive first feedback from your visitors via the questionnaire. Together we will review how things are going and make adjustments if necessary.

Continuous improvement

An exhibition is not static, it "lives". Perhaps you have decided to move some pieces or you want to add a language to the audio guide or you want to add a new piece. In contrast to apps or traditional devices, with Nubart updating content is quick and easy. Just tell us what you would like to be changed! If we need to create new content (translations + voice-overs), we can include that in your next package order or we can bill it separately.

Usage data

We always monitor that your audio guide(s) are functioning smoothly and reliably. We also report to you on a regular basis the data we have gathered. You receive comments from the feedback form in real-time via email.

(The timelines outlined in this schedule are for guidance and may differ depending on the project, especially for complex exhibitions or special requests. For example, more time would be needed if we were to write the script. If you have a deadline we will work with you to find a way to deliver by compressing the time for some tasks.)