



Summary

Patrons at today's museums and similar tourist spots are more demanding than ever. With vast oceans of information at their fingertips combined with the interactivity and constant connectedness of mobile devices, visitors expect instant access to additional information presented in an entertaining and engaging way.

Data is what drives today's businesses forward to greater relevance and profitability. How much do you know about the popularity of your exhibits? Do you know what languages you're patrons speak or understand? With Scanalyzer you will.

Scanalyzer helps you deliver the content guests want, the way they want it and simultaneously collect valuable information about visitor behavior and exhibit statistics which can be used to dynamically change visitor flow, offer discounts in the gift shop, or make informed decisions about what's on display. The infrastructure lends itself other applications like presenting maintenance workers with service records or cleaning instructions, adding scheduled tasks like filter changes to a calendar, or tracking an asset's location or chain of custody.

Whether you need to provide audio-visual tours in multiple languages, craft an equally engaging experience for both novices or experts, or survey the community to gauge your performance, Scanalyzer is the right tool for the job.

The Challenge

- Provide age appropriate multilingual **tours** to visitors with varying knowledge levels.
- Get **insight** into guest behavior and opinion to increase **patronage** and improve **traffic** flow.
- Improve gift shop **sales** and channel patrons to featured or infrequently visited **exhibits**.
- Leverage the tour infrastructure for easy reorganization, **maintenance**, inventory and record keeping.
- Use a flexible **multimedia** delivery architecture that scales and can be changed without disruptions.
- Create a system to collect, analyze, curate and publicize community ratings, **feedback** and reviews.

The Solution

To meet this challenge follow these steps:

1. **Assign and affix** a unique identifier to each exhibit, preferably on it's accompanying signage in the form of a Quick Response (or QR) Code.
2. **Create** additional resources such as text, audio, video, digital pictures, or web pages to enhance items from your collection or stops on your tour.
3. **Choose data storage and hosting** considering scalability, accessibility, bandwidth and sharing.
4. **Configure** devices for their intended use by scanning a Quick Configuration Code with Scanalyzer.
5. **Scan** exhibits to deliver the desired content to visitors or staff respectively.
6. **Analyze** incoming data and dynamically adapt to reach targets.

Conclusions

Museums, historical sites, and similar institutions can benefit from creating self-guided tours using Scanalyzer by enhancing the customer experience, providing valuable, real-time operational insight, and creating a framework that extends into other aspects of business. Scanalyzer's content delivery and data collection capabilities distinguish it as one of the most promising technologies to reach the industry in decades, truly meriting further consideration.

Scanalyzer is available for download at <http://bit.ly/getscanalyzer>
More information can be found on the Scanalyzer website at <http://bit.ly/scanalyzer>