

Joslyn Art Museum Creates Mobile Tour Experience with OnCell

Date: 01-28-2012 11:06 AM CET

Category: [Arts & Culture](#)

Press release from: [OnCell Systems](#)



A new interactive cell phone tour is launching in February to visitors at the Joslyn Art Museum, located in Omaha, Nebraska. This mobile interpretive program, powered by OnCell (www.oncellsystems.com), features 30 stops posted throughout the galleries. Visitors will be able to listen to the tour content at their own time and pace, using their own mobile phones. There are multiple ways to access Joslyn's OnCell tour. Visitors can access tour content by dialing in with their cell phone, by streaming live audio using their own smartphones or one of the 20 iPod Touches available for free checkout, or by downloading the tour from home onto their MP3 players.

"We are especially pleased to offer the feedback function through our OnCell tour. We are looking forward to hearing the immediate feedback about the exhibition, the Museum, and this new mobile tour experience, from our visitors. It helps to be able to gather that information on the spot, as people are still on location and in the galleries," says Laura Huntimer, Interpretive Media Manager of Joslyn Art Museum.

Upon dialing into the tour, visitors will hear the voice of Joslyn's Executive Director and CEO, Jack Becker, Ph.D., as the introduction was recorded by him to personally welcome guests to Joslyn Art Museum and the exhibition at Joslyn. "Mobile technology continues to be a cost-effective way for museums to enhance the visitor experience at their venues and we look forward to collaborating with the team at Joslyn Art Museum to develop their OnCell Tour," added OnCell's VP of Market Development, Kevin Dooley.

The cell phone audio tour will be available to the general public starting February 11, 2012. The Museum features galleries, a 1,000-seat concert hall, fountain court, education technology gallery, lecture hall, classrooms, library, café, and shop. Visiting hours are Tuesday, Wednesday and Friday from 10am to 4pm and Sunday from noon to 4pm.

About OnCell

OnCell is the global industry-leading service provider of informational content to cell phones, smartphones and tablets for museums, cultural sites, parks, and other venues. OnCell offers a state-of-the-art technology platform that integrates all of OnCell's mobile features into a single platform. Cell phones, smartphones and tablets become your portal for engaging, informing, and interacting with your guests. Powering interactive mobile tour experiences, OnCell's services include cell phone tours, mobile web tours, mobile giving, mobile surveys, text messaging, & Smartphone Apps. We are mobile communication experts who are passionate about the arts and education. OnCell tours require no staff time to run and are available 24/7/365. For more information about OnCell, visit www.oncellsystems.com

About Joslyn Art Museum

Joslyn Art Museum collects, preserves, and interprets the visual arts of the highest quality, fostering appreciation and enjoyment of art for the benefit of a diverse audience. The Museum was a gift to the people of Omaha from Sarah Joslyn in memory of her husband, George, who made his fortune as president of the Western Newspaper Union. The Museum's original 1931 building is one of the finest examples of Art Deco architecture in the nation, with 38 types of marble from seven countries. The Museum features galleries, a 1,000-seat concert hall, fountain court, education technology gallery, lecture hall, classrooms, library, café, and shop. For more information, visit www.joslyn.org

OnCell Systems

1160D Pittsford-Victor Road
Pittsford, NY 14534
Sarah Exley

[You can find this press release here](#)