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**ANTENNA AUDIO AND NODE CREATE WORLD'S FIRST MULTIMEDIA PLATFORM SPECIFICALLY DESIGNED FOR MUSEUMS AND GALLERIES**



Antenna Audio, the world leader in audio and multimedia interpretation in the cultural sector, has signed a wide-ranging agreement to licence Node's location-based media platform for use in the most prestigious museums and galleries across the world and, in a world first, to manufacture multimedia players specifically designed for the cultural sector.

This combination of Node's technology and Antenna Audio's award-winning content, manufacturing and operational competence is designed to offer the visitor a deeper, more tailored and more reliable experience than has been available anywhere to date.

Node's leading-edge web-based technology platform builds and stores, then distributes context-sensitive multimedia tours to handheld players on-site, and can be edited real-time from any web-enabled computer. The player, conceived and designed by Node and built by Antenna to be intuitive and easy to use, is named XPvision™, and joins Antenna's award-winning X-plorer™ family of audio players. Location-aware, weather-tested and ruggedised, the XPvision™, powered by Node, tracks and analyses visitor behaviour on-site, and is optimised for outdoor as well as indoor use.

Antenna's CEO Andrew Nugée comments: "Over the past four years Antenna has shown there is a real need in the cultural heritage sector for a correctly priced, reliable and creative multimedia offering. We believe that Node's approach to the software platform complements perfectly our experience in manufacturing, content programming and operational support, and will benefit galleries, museums and their visitors alike".

The sentiment is echoed by Node's CEO Tom Brammar: "Node's technology will revolutionise visitor experiences in many markets and the agreement with Antenna gives us the opportunity to implement our platform in the heritage sector with the market leader in the field. Together with Antenna, we will deliver to visitors an immersive, full-screen video experience on the most robust platform for location-based media available today".

A prototype of the new device will be available for demonstration in August.

## **EDITORS' NOTES**

### **About Antenna Audio    [www.antennaaudio.com](http://www.antennaaudio.com)**

For almost 20 years Antenna Audio has been the leader in the field of audio interpretation, providing the highest quality programming, equipment solutions and service, with the goal of creating an emotionally and intellectually engaging experience for visitors to museums, historic sites, and attractions. Over 70 million people worldwide have experienced an Antenna Audio tour at more than 800 sites, such as the Metropolitan Museum of Art, the National Gallery, London, the Louvre, Edinburgh Castle, the Alcatraz Cellhouse, and Elvis Presley's Graceland. Since launching the BAFTA-winning multimedia tour at Tate Modern in 2002, Antenna has also been recognised world wide as the ground-breaker in multimedia tour solutions.

For further information contact Theresa Simon Communications  
T: 020 7629 9645   [pr@theresasimon.com](mailto:pr@theresasimon.com)

### **About Node    [www.nodeexplore.com](http://www.nodeexplore.com)**

Node is a pioneer in location based media. By providing a complete end to end solution, Node takes a user's experience of their environment further and deeper than ever before. Its innovative software and hardware platform enables visitors, tourists or spectators to receive tailored media specific to who they are, where they are and what they are looking at. A site owner or event organiser can manage the experience in real time if required, and will receive valuable user tracking and feedback data to inform future planning.

For further information contact:

Caroline Harris  
Node Management Ltd  
Llancayo Court  
Usk  
NP15 1HY

T: 01291 673810  
F: 01291 673796

[Caroline.Harris@nodeexplore.com](mailto:Caroline.Harris@nodeexplore.com)