

## 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 first-class service.

Here we describe the standard approach:

### DAY 02

#### 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 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 that timing works from your side.

### 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 want, we will send you samples of voices to choose from.

### 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).

#### 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 it is quick and easy to update content. Just tell us what you want to have 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.



### DAY 01

#### 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.

We manage the entire process. If you want, we will send you the proof sheets from the printer.

### DAY 03

#### TRANSLATION

We send the approved script out for translation into the agreed 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 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 receive a visual representation of the work to review.

### DAY 28

#### FIRST CHECK

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

#### 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.