

look

INSPIRE YOUR VISITORS



The STYLE

The innovative multimedia
audio-guide/ tour-guide solution



tourguide
SYSTEMS

from applesound Ltd

The Style: The innovative multimedia audio-guide/tour guide solution

Look2innovate's new multimedia audio-guide/tour-guide combi model, the Style, reaches new levels of technology to offer unique features never seen before. They include: visitor's identity recognition (allowing personalised visit experiences), visit feedback (emailed to visitors at the end of the visit), and many different ways of triggering messages (by point-and-click, by keypad, automatic by IR, and automatic by RF)!

The Style's extensive ability to interact with the latest multimedia technologies allows it to seamlessly integrate with audio, video, lighting, and computer applications in immersive and full-sensory visit experiences.

In addition to its innovative technology, the Style will seduce sites with its refined design and pleasant lines. It is light in weight, enjoyable to use and very pleasing to the eye.

Conforming to Look2innovate's product philosophy, the Style is designed to minimise operational costs: The Style offers a long battery autonomy that can last up to one month with general usage! This means the Style does not need any daily charging and handling by the staff, which results in enormous savings in operational costs!

The Style is the ideal product for all sites seeking innovative solutions, and is uniquely advantageous for sites serving both individual and group visitors.

Point and Click



Highlights

Playful 'point and click' feature

As standard, visitors can point and click towards targets to trigger messages, without the need of the keypad. This makes the visit light, entertaining, and playful!

Versatile, with multiple triggering possibilities

In addition to the point and click feature, the Style offers multiple message-triggering possibilities: manual triggering by keypad, or automatic triggering by infra-red (IR), digital 2.4ghz bi-directional radio frequency (RF), or by battery-operated RFID tags.

Integrates a 2.4ghz digital tour-guide system

The Style integrates a six-channel digital tour-guide system with multiple possibilities: A guide can address a live group of visitors equipped with Style units. He/she can stream to them pre-recorded messages, or trigger messages on their units. He/she can 'Pause' the tour-guide function for the visitors to use the Style as audio-guides, and later retake control of the group. The same system can be used for multi-language audio streaming in stereo for auditoriums, and for live service/alarm messages in a museum.

Sleek and ergonomic

Designed in Belgium by leading designers at Seen Design, the Style offers sleek and modern lines, and an ergonomic shape. It is light in weight, enjoyable to use and very pleasing to the eye.

One-month battery autonomy!

Integrating a smart power management system and a large battery capacity, the Style can be used for a one-month period without any recharge! A single 20-unit charger is enough for 100 units, saving on charging space!

Self-service distribution and massive operational savings!

Due to its long battery autonomy, the Style does not require any daily handling and therefore is an "ideal" solution for self-service distribution. Self-service distribution means significant reduction in personnel numbers and massive savings in operational costs!

Easy and powerful programming tool

Easy2program, Style's content management system (CMS), is based on a wizard that guides the user through the programming. It is a powerful programming tool that offers designers the possibility of achieving any visit scenario they envision: linear, nonlinear, hands-free, point and click, or any combination of these.

Full multimedia interaction

The Style allows for advanced interactions with multimedia applications such as PCs or Interactive Kiosks. It easily synchronises with any external audio-visual application (video, lighting, special effects, etc). The installation of these systems is very simple to program and to put in place thanks to the Easy2program programming tool and the wide range of emitters and accessories developed by Look2innovate.

Personalised visits

With the Style, using the point and click feature, it is possible to sync the visitor identity to interactive stations at different stages of the visit. By recognising the identity of the visitor, the interactive station can offer a personalised content to the visitor. For example, for German visitors, the German version of the interactive content will be displayed. With personalised visits the sky is the limit as to what can be done!

Statistics

With the Style, detailed analytics about the visit are automatically collected which can provide answers to questions like: what are the stops that the visitor listened to? How much in percentage of each message did he/she hear? What stops did he/she miss? What language was used? Etc. Cumulative data are also gathered.

Visit reports with Look2report

At the end of the tour, visitors can return their Style unit onto a 'Look2report' interactive station (a base to place the Style with an interactive display). They can answer questions and choose to communicate their email in order to receive a customisable report with their specific visit details.

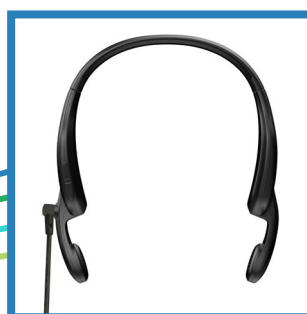
Extreme reliability and minimum operational costs

The Style is designed for absolute reliability and tested to ensure defect rates are less than 3% per year, even for the busiest sites. Extreme reliability together with minimum handling (self-service and no daily recharging), and easy management (simple programming, language change, and statistics retrieval) mean smoother operations, reduced personnel numbers, and minimal operational costs!

Optional Accessories:

STYLETRANSMIT	Digital 2.4ghz digital tour-guide transmitter with multiple interactive possibilities.
POWER20 AG	Modular battery charging cabinet for 20 Style or Style audio-guide units. AC power supply 110-220 V, 200 Watts. Weight of 6 Kgs. Dimensions: 30 x 25 x 17 cm.
POWERDATA20 AG	Modular battery charging and data programming cabinet for 20 Style or Style audio-guide units. Content transfer via SD Card or USB connected to a PC. Programming options: Update content, replace content, and update driver. AC power supply 110-220 V, 200 Watts. Weight of 6 Kgs. Dimensions: 30 x 25 x 17 cm.
DOCK AG	Single unit battery charging and data programming base for Style or Style audio-guide models. Content transfer via USB connected to a PC. Programming options: Update content, replace content, and update driver. AC power supply 110-220 V, 20 Watts. Dimensions: 70 x 75 x 35 mm.
SYNCH AG	All in multimedia easy-synchro emitter: Point & Click, auto IR, auto 2.4Ghz RF, RFID. GPIO in and GPIO out. AC power supply 110-220 V. Dimensions: 100 x 97 x 40.5 mm.
TARGET AG	All in Point and Click Target emitter box with auto RFID function. Runs on 2 x AA alkaline batteries with a minimum 2-year autonomy. Deported IR receiver target option (ref IR REC). Easy installation box, and a printable/ customizable target cover. Dimensions 128 x 75 x 20 mm.
IR REC	Deported IR receiver for Point and Click application. With two fixing possibilities: Wall, and vertical. Dimensions: 46 dia. x 16.7 mm.
AUTO AG	All-in auto IR and RFID emitter. Runs on 110-220 v power supply. Easy installation box, and a printable/ customizable target cover. Dimensions 128 x 75 x 20 mm.
TAG RFID	RFID Tag with integrated 4000 mAh battery with a minimum 2-year autonomy. Dimensions 99 x 70 x 10 mm.
RAD IR AG 1/ 2/ 3	Compact IR radiator for auto IR triggering. Used in combination with the emitters ref. 5zoneir AG, Target AG and Synch AG. Three different IR LED power options: 30°/ 5 m, 60°/ 5 m, and 90°/ 15 m. Dimensions 46dia. x 75 mm.
1-ZONE IR AG 1/ 2/ 3	All-in emitter box for one auto IR triggering zone with adjustable emission power. AC power supply 110-220 V. Three different IR LED power options: 30°/ 5 m, 60°/ 5 m, and 90°/ 15 m. Dimensions 65 dia. x 75 mm.
5-ZONES IR AG	Emitter box for 5 deported auto IR radiators (ref RAD IR AG). Emitter power adjustable. AC power supply 110-220 V. Dimensions: 100 x 97 x 40.5 mm.
ALARM AG	Smart alarm system using digital 2.4Ghz RF. AC power supply 110-220 V. Dimensions: 100 x 97 x 40.5 mm.
AT BARRIER	Floor-based anti-theft protection barrier.
STATDOCK AG	Interactive base unit for usage statistics collection for Style or Style audio-guide models. Content transfer made via USB connected to a PC. Programming options: Update content, replace content, and update driver. AC power supply 110-220 V, 20 Watts. Dimensions: 70 x 75 x 35 mm.
LOOK2REPORT	Interactive station made of a STATDOCK AG unit connected to a tablet with an interactive display. Visitors can answer questions and can choose to communicate their email in order to receive a customisable report related to their specific visit details.
TWIST	Look2innovate-designed hygienic headsets that do not touch the ears. The Twist is a 2-in-1 headset as it can be converted into a closed headset model by adding optional ear-covers. This is useful where an immersive sound experience is required. The TWIST offers very high-quality sound, and sturdy removable Kevlar cable.

POWERDATA20AG



Twist



Technical Specifications

Audio parameters

High quality sound	Integrated high quality speaker
Audio Format	MP3, mono and/or stereo
Bandwidth	20Hz to 20KHz
Distortion	Below 0,01%
Dynamic	92 dB

General parameters

Recording time capacity	Min 1000 hours
Numbers of languages	32
Number of messages	Unlimited
Storage support	16 GB flash memory

Keypad

12 buttons (0-9, info, and stop)

Navigator

Central button used for pause and play, and for the 'Point and click' operation
 Outside ring integrating +/- volume control, and rewind and forward functions

Display

Front colour display – 1.7' square high-quality LED 1.7'
 Displays images, current language, battery level, message number, etc.

LED indicator (at the bottom of keypad) - multifunction

Playing	Flickering green led
Battery level	Red led

IR receiver

Infra-Red (IR):
 Used for message triggering and synchronization with external multimedia

Bi-directional RF emitter/receiver

Specifications: Digital 2.4 GHz. 802.15.4 IEEE

Synchronization

By emission of SMPTE timecode (by IR or RF)

Li/Ion battery

Type: Li/Ion ("memory effect" free)
 Capacity: 3500 mAh
 Charging time: 2 hours for 80% charge
 Autonomy: 100+ hours of play time (Two months in general usage)

Programming software

Easy2program software: PC based, user-friendly and powerful programming tool

Usage statistics recording

Individual and collective usage statistics are automatically recorded inside the audio-guide

Usage statistics collection

Collect usage statistics via POWERDATA20 AG or STATDOCK AG (ref. below accessories section)

Theft protection

Bi-directional digital RF alarm. Small, discreet, and smart system.

Connectors

Pogo pin (4 units)
 Jack 3,5 mm Female for external headset

Recommended headset

Look2innovate's hygienic open headset: The TWIST

Enclosure

PC

Environment

Temperature: -10°C to 50°C
 Relative Humidity: 0-96%
 Topicalization: Optional

Dimensions

155 x 58 x 18 mm

Weight

150 gr

Warranty

2 years; can be extended up to 5 years

