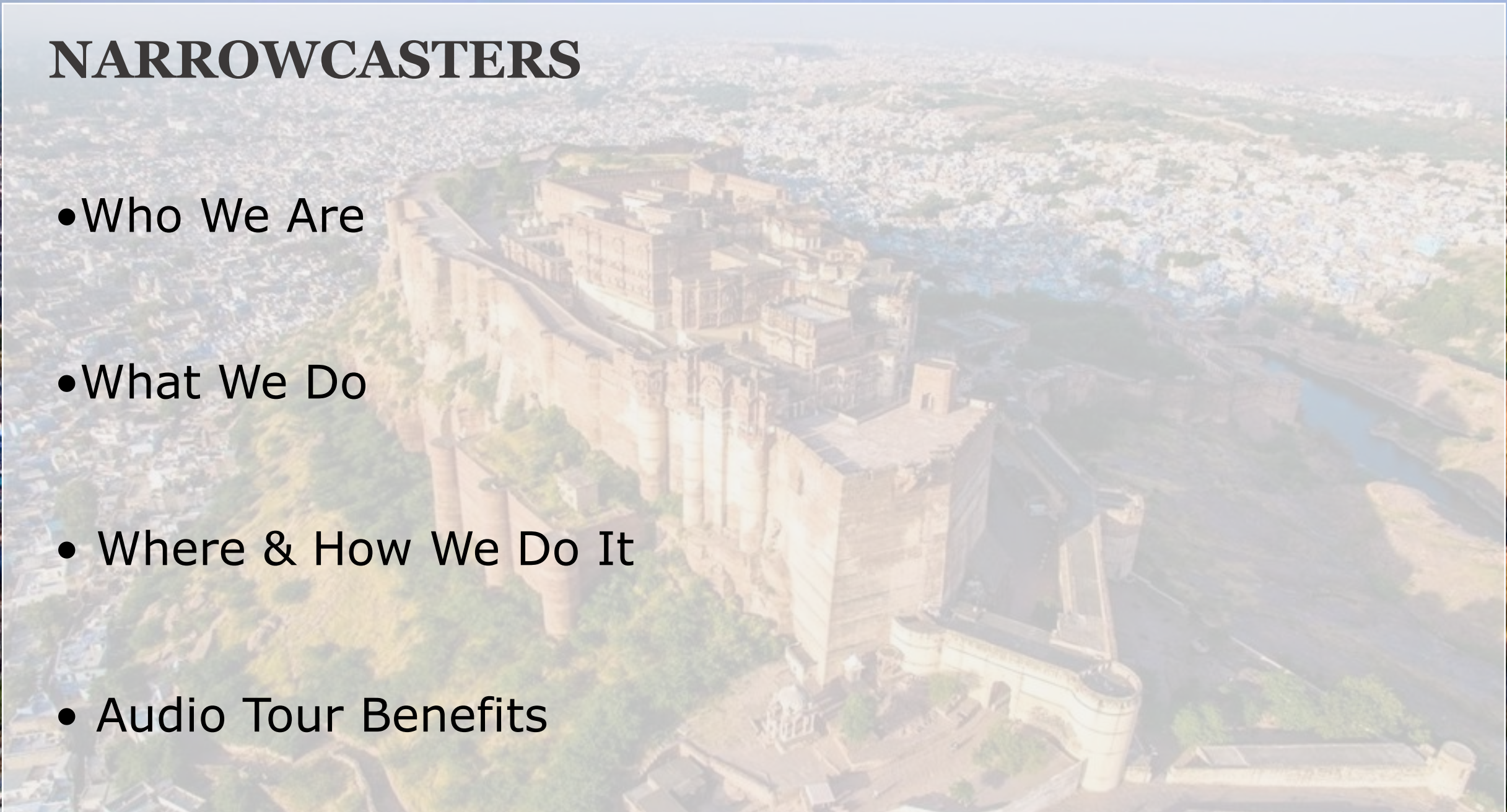




NARROWCASTERS PRESENTATION Dec 2020

NARROWCASTERS

- Who We Are
- What We Do
- Where & How We Do It
- Audio Tour Benefits



NARROWCASTERS

Who we are and What we do

Narrowcasters is the leading audio tour service provider in the Asia Pacific region. We provide audio guide services into visited sites whether they be museums, 14 century forts, heritage and cultural sites or wildlife parks. We have long term agreements with cultural and commercial clients which own and / or operate publicly visited sites.

Working closely with its clients Narrowcasters designs the structure of the tours, develops and researches their content, writes the script and produces interactive audio tours in English and many foreign languages

NARROWCASTERS

Where we work

Narrowcasters PTY LTD was established in Sydney in 1988. Over the years the company has expanded the business around the world with Narrowcasters Partners and Subsidiaries in many countries:

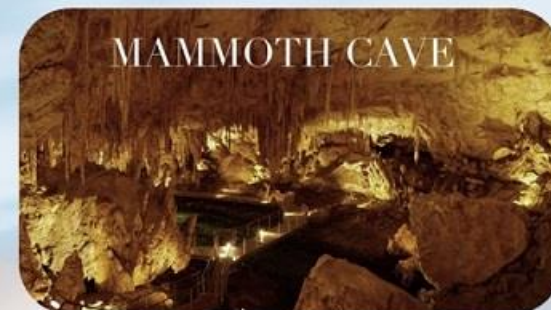


**FOUNDER AND
DIRECTOR**

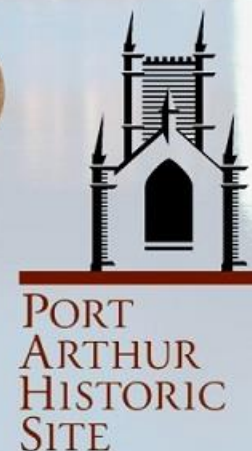
Penelope Street

NARROWCASTERS

30 Years of story telling for Australian Visited Sites



Gundagai Gaol



NARROWCASTERS

has produced audio content for the following
Australian sites over the last thirty years

Sydney Opera House
Cockatoo Island
National Gallery Australia
National Gallery of Victoria
Sydney Olympic Park
National Maritime Museum
Old Parliament House Canberra
Cape Leeuwin Light House Margaret River - West
Australia
Mammoths Cave Margaret River - West Australia
Port Arthur Tasmania
Sheffield outdoor murals, Tasmania
Tasmania Narryna House Hobart
Kalgoorlie Boulder Western Australia

Art Gallery of New South Wales
Maitland Gaol NSW
Gundagai Gaol NSW
Queensland Maritime Museum
National Sports Museum MCG
Australian Racing Museum
Alice Spring Desert Park
Nyinka Nyunu, Tennant Creek,

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Asia Pacific



MUSEUM OF
NEW ZEALAND
TE PAPA
TONGAREWA



Kiwi Bird Park
New Zealand



Luang Pra Bang Museum



Rainbow
Springs
Nature
Park



Royal Palace Thailand



New Zealand
Maritime Museum
HUI TE ANANUI A TANGAROA



Australian Government
Department of Veterans' Affairs



Lobkowicz
Palace



Cheung Ek
Killing Field
Cambodia



Republic of Lao

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Asia Pacific

Changi Museum, Singapore
Kuala Lumpur Tower, Malaysia
Penang Hill, Malaysia
Sandakan Memorial Park DVA, Malaysia
Te Papa Museum of NZ, New Zealand
Rainbow Spring Park, New Zealand
Kiwi Bird Park, New Zealand
Auckland Museum, New Zealand
Maritime Museum, New Zealand
Lobkowitz Palace, Prague, Czech
Hellfire Pass Memorial Museum, Thailand
Ayuthaya Museum, Thailand

Royal Palace of Thailand
Kings Museum, Thailand
Sukhothai Historical Park, Thailand
Ayutthaya Historical Park, Thailand
Viengxai Caves, Lao
Luang Pra Bang Palace Museum, Laos
Tuol Sleng Museum, Cambodia
Choeung Ek. Aka The Killing Fields, Cambodia

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INDIA

MYSORE PALACE MUSEUM INDIA

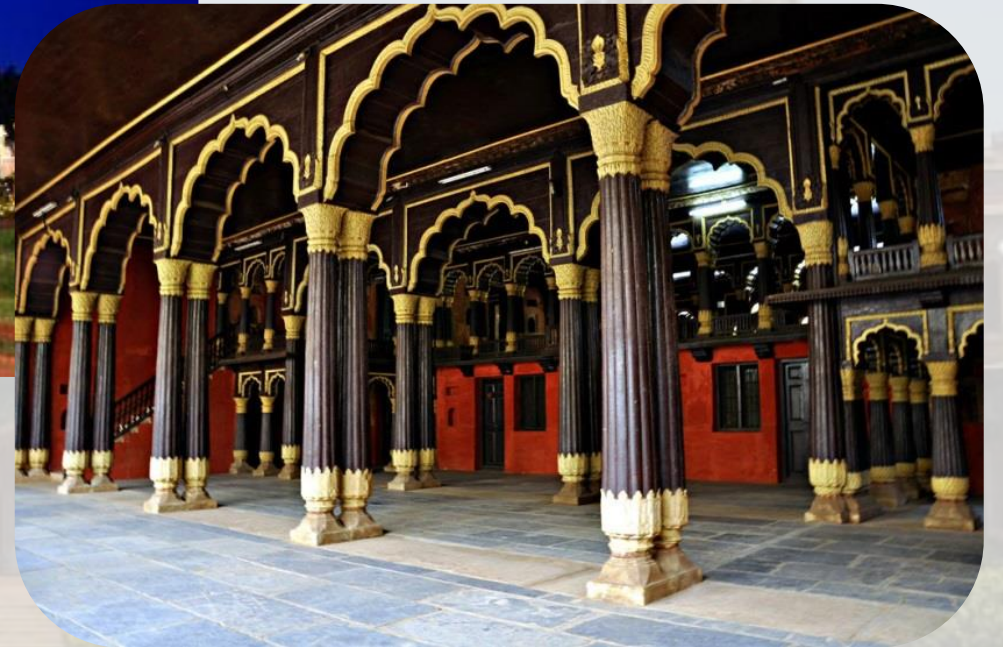


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INDIA



BANGALORE PALACE, INDIA



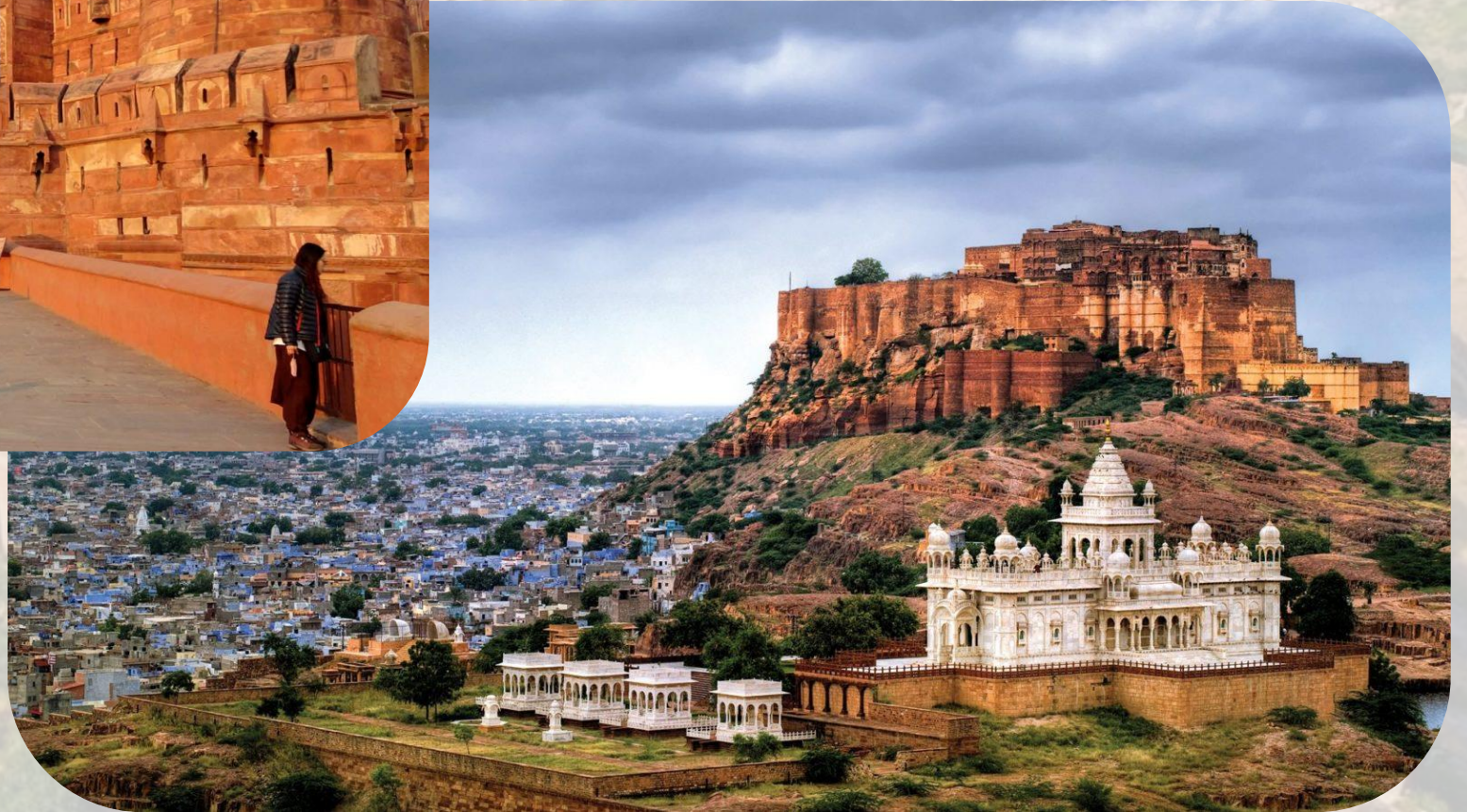
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INDIA



Red Fort, New Delhi

Meherangarh Fort, Jodhpur,
INDIA



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INDIA

Ranakpur Temple INDIA



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INDIA

Bangalore Palace
Kangra Fort , Museum
Hawa Mahal, Jaipur
Jaisalmer Fort and Palace
Mehrangarh Fort, Jodhpur
Jaipur Heritage Walk
Ranakpur Temple
Albert Hall Jaipur
Fatehpur Sikri
Red Fort, Delhi
Churches of Goa UNESCO
Sardar Museum
Jaganmohan Palace
Prince of Wales Museum, Mumbai

City Palace Museum, Udaipur
Crystal Gallery, Udaipur
Transport Heritage Museum, New Delhi
Nehru Centre, Mumbai
Global Vipassana Pagoda, Mumbai
Orchha Fort, Madhya Pradesh
Khajuraho Temples, Madhya Pradesh

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CAMBODIA



Choeung Ek Genocide Museum



Tuol Sleng Genocide Museum

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What we do

- We design the structure of the tours
- Develop the content
- Write the scripts
- Produce interactive audio tours in English and many foreign languages
- We provide ongoing management and marketing strategies
- On-site operational support, set up and maintain the tour delivery system
- We constantly develop and apply the latest technologies that work with your site.



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What we do



Dalai Lama launching
the Narrowcasters
Audio Guide Service at
The Kangra Fort, India

NARROWCASTERS

What we do



Princess Sirindhorn of Thailand
Launching Narrowcasters Audio Guide Service
at The King's Museum Bangkok



Tourists exploring the Viengxai Caves, Laos

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What we do



Rainbow Springs, Rotorua Wildlife Park
New Zealand



Mammoth Cave, Margaret River
Western Australia

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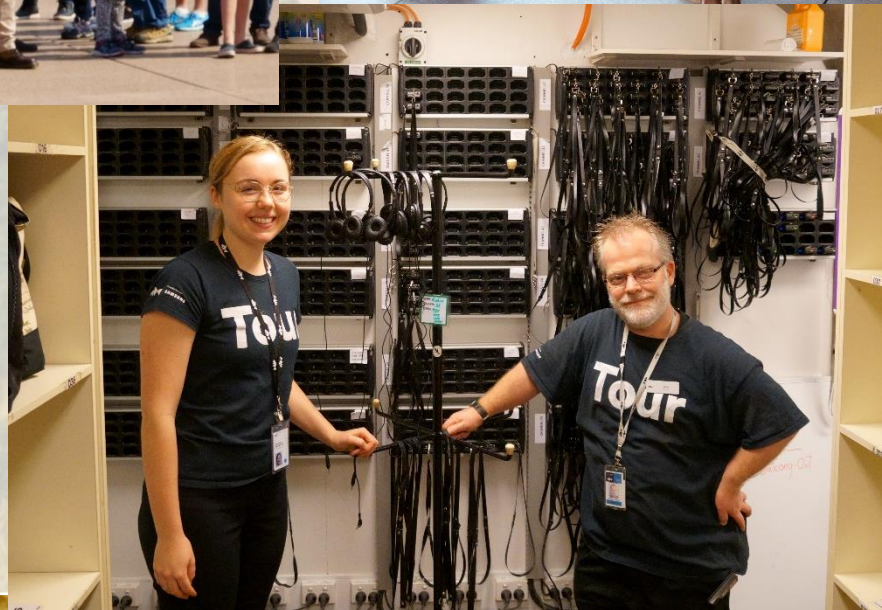
What we do



Some of our staff
distributing audio
guides to tourists in
Laos

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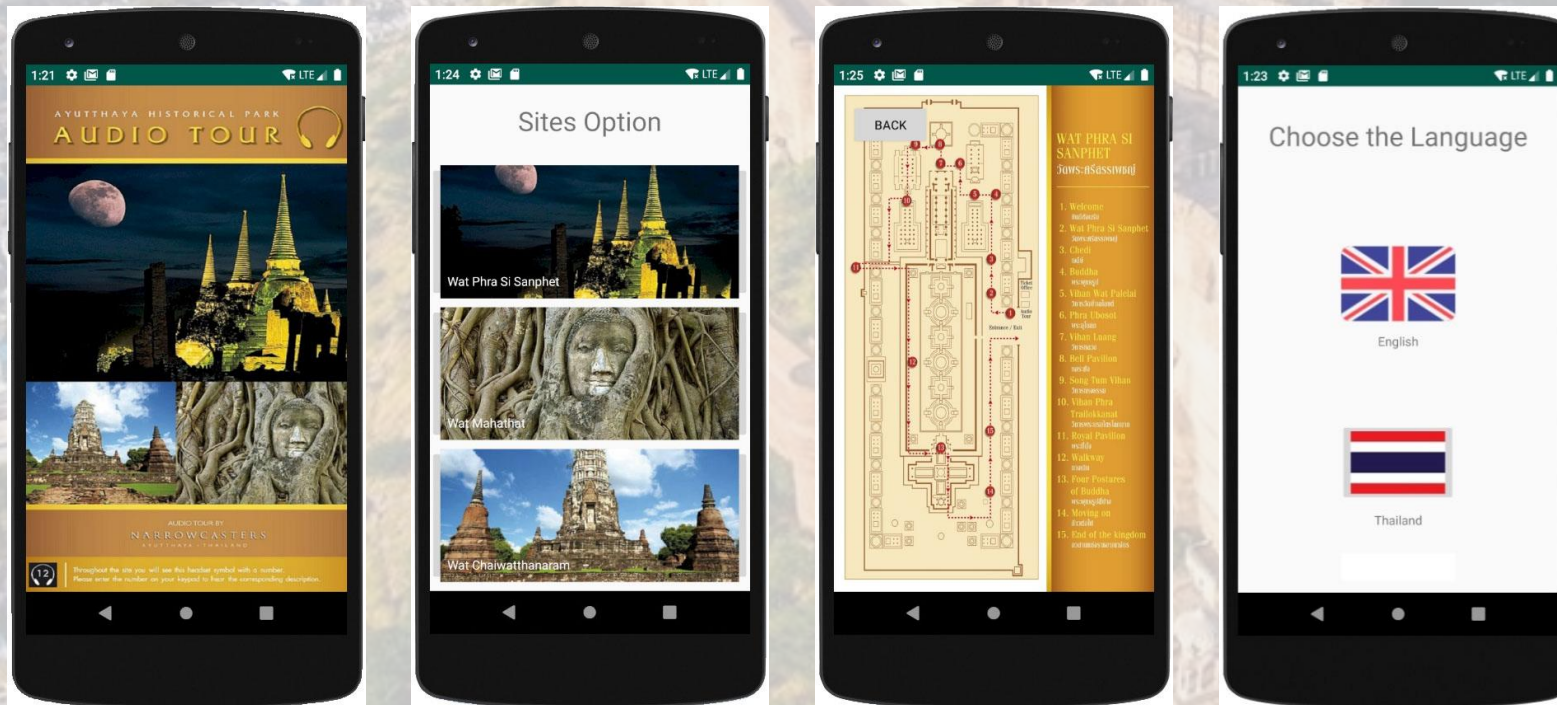
How we do it



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How we do it

Our Integrated App



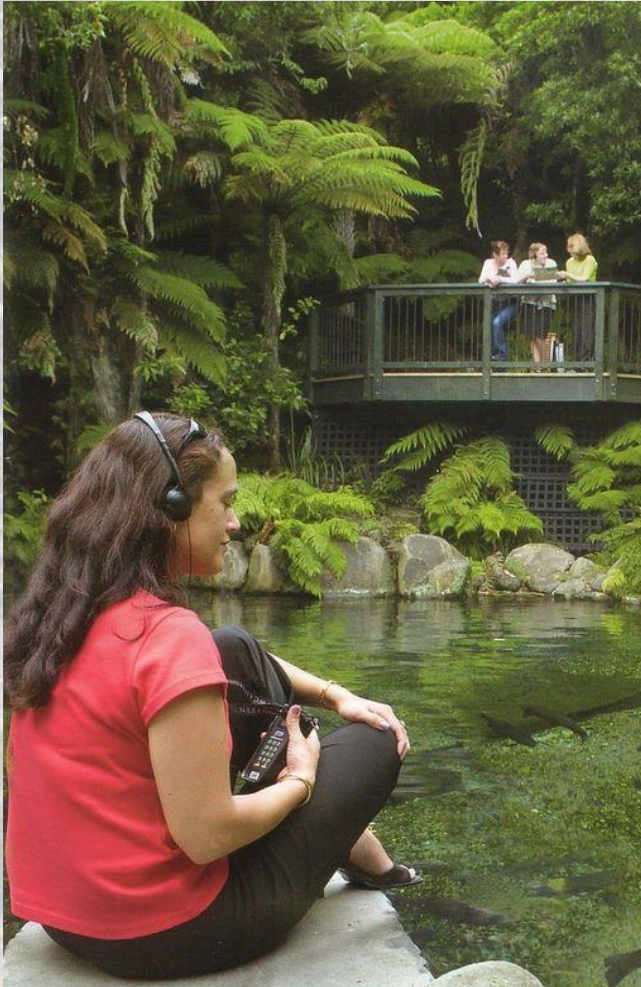
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Audio Tour Benefits

- Visitors Benefit - When a visitor listens to an audio guide they are five times more likely to absorb information than visitors listening to a live guide - (this was the result of a survey conducted at the Metropolitan Museum of Art in New York).
- Owner Benefit: There are huge benefits to both the site owner and the visitor. The main benefit is the immediate connection made between the visitor and the site. When someone connects with a site they develop a greater understanding of that site and with understanding comes appreciation
- Financial Benefit - A Well Crafted Audio Tour increases the sales of merchandise sold at Tourist Shops located at the site. When a visitor has had a great experience they want to preserve that experience and take it away with them.

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Visitor Comments



Susie Fotis, Sydney:

"We started on the walking tour but could not hear our guide because of people talking and the wind. By using the audio tour we could go on our own and NOT stay in order. It was wonderful"

Sam Wilde, Hobart:

"Absolutely fantastic, would recommend to anybody. As a tour coach operator I have enjoyed it thoroughly"

Clare Anderson, Melbourne:

"Excellent mode for touring; I prefer this way to a guided tours where chattery tourists interrupt your attention"