



Mount Rushmore: A Living Memorial (updated)

Keystone, South Dakota

Background



In 2007 Q Media and the Mount Rushmore Society (MRS) created the standard-setting audio tour *Mount Rushmore: A Living Memorial*. Twelve years later, MRS wanted to update their tour to take advantage of new technologies and increase the park's accessibility while enhancing the performance of their number one revenue generator. MRS and QM assembled a team to bring the most advanced hardware, software, and production to today's Mount Rushmore visitor.

Scope

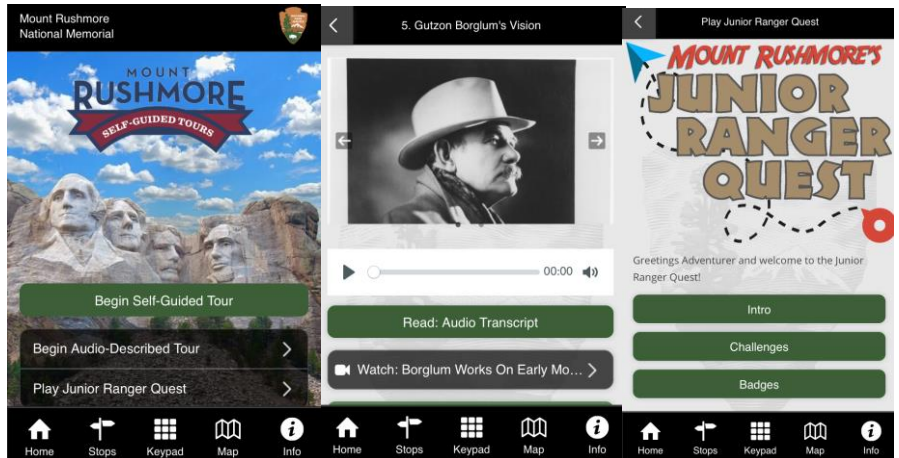


As relevant as ever, QM repurposed the award-winning 2007 audio content—in English, French, German, Spanish and Lakota—and added maps, photos, and videos, all of which incorporate transcripts, captions and image alt-text for enhanced accessibility. An interactive game was developed as a companion to the park's Jr. Ranger program. The multimedia tour includes narration, SME interviews, oral histories, character voices, historic images and archival footage.

Results



2019 NAI Digital Media Award. 2008 National Park Service Director's Award for Excellence. 2007 NAI Media Award. 2007 APPL Media Award. The original tour is available on standard audio guides; the multimedia tour is currently available on **Tour-Mate Touch+** players using **OnCell app** software. Pick-up rates and revenue have increased. The tour continues to receive rave reviews and earn outstanding guest feedback.



None of this could have been possible without the expertise, the personalities, and professionalism of Q Media Productions.

Debbie Ketel
Chief Operations Officer
Mount Rushmore History Association



407.654.7067
qmediaproductions.com