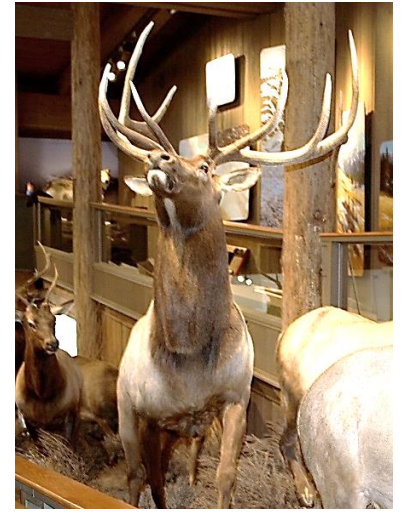


Background



National Elk Refuge's main visitor center, located in Jackson Hole, WY, welcomes thousands of visitors during the summer season every year. As part of a complete facility renovation and to fulfill their accessibility requirements under the ADA, the USFWS wanted to expand their interpretive offerings to include audio description of their exhibits. They also wanted to maximize their ROI on equipment and production in order to offer the broadest number of interpretive options to visitors.



Scope



Q Media equipped and installed an infra-red triggered audio guide system throughout the exhibit space. The tour builds upon the exhibit designer's and the Refuge's linear intent, following a progressive path through the space. The creative content includes both a 25-minute interpretive tour as well as an expanded audio described tour. The AD tour offers visitors the option to hear additional exhibit description and direction, as well as opportunity to listen to panel text read aloud.



Results



The integrated approach to accessibility ensures maximum interpretive outreach. Equipment use is expanded to include all visitors, sighted and visually impaired. In addition, visitors with low and/or no vision not only receive necessary direction, description, and text information, but also receive the same interpretive experience as the Refuge's sighted visitors.

Client Feedback

Working on this tour was a new experience for me....a different way of thinking at first, but would have to say that I 'got it'. Stasha and Mike really know their business when it comes to [integrated accessibility] tours.

Jackie Jacobson
Visitor Services Manager
U.S. Fish and Wildlife Service

Stories you take with you.