

Glenbow Museum

WHERE THE WORLD MEETS THE WEST

Media Release

Glenbow Harnesses Technology to tell Alberta's Stories

(Friday, May 25, 2007) Calgary, AB – For the first time ever, Glenbow Museum is lending out Personal Digital Assistants (PDAs) to its visitors! Used by most of us to store phone numbers and arrange our personal schedules, Glenbow's PDA, the *Mavericks Navigator*, will offer visitors an enhanced experience when exploring our new permanent gallery, *Mavericks: An Incurable History of Alberta*.

One of only two Canadian museums to utilize this technology, Glenbow's new *Mavericks Navigator* guides visitors through 43 tour stops as they weave their way through the gallery. The *Mavericks Navigator* brings Alberta's stories to life in the palm of our visitor's hand with over two hours of interactive games, video clips, photographs and interviews -- not available anywhere else in the gallery!

"This is a really innovative and interesting new way to explore our permanent gallery, one that makes the exhibit accessible for a variety of learners – because there's something for everyone," notes Holly Schmidt, Glenbow's Curator of Education and Interpretation.

Glenbow's *Mavericks Navigator* is available on 20 in-house PDAs in English and French. Closed captioning is also offered for all audio and video components. It will be available on weekends until the end of June and daily in July and August. Sign-out is on the third floor and is free with museum admission.

"We're really excited about our new *Mavericks Navigator* and we want our visitors to be engaged and have lots of fun with it," says Cherry Sham, Glenbow's New Media Coordinator.

Mavericks: An Incurable History of Alberta tells the story of Alberta through the lives of 48 mavericks– colourful characters whose tenacious spirits and enterprising mindsets shaped who we are today – unique and proud people.

This gallery was made possible by the following lead supporters:



Glenbow Museum is one of Canada's largest and most entrepreneurial museums generating nearly 70% of its revenue from fundraising, sponsorships and admissions. Thanks to this support, Glenbow is able to showcase a variety of dynamic exhibitions and programs and a broad collection of artifacts, art, and historical documents. Glenbow Museum builds on a commitment to preserve western heritage while simultaneously providing visitors with a glimpse of the world beyond.

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