

Understanding the Mobile Visitor

Written by Bob Snyder
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Ah, the mobile or “handy” as the Germans call it. It’s changing almost everything in the AV industry.

Suddenly your “handy” gets brains and then the rest of us need to graduate to being smart about mobility.

Let’s take an example of a museum. AV typically supplies a number of services to museums to help museum visitors find their way around, learn about exhibits and learn by interacting with information provided by the experts of the museum. From wayfinding, to displays, to interactive touchscreen content, to PA systems to video security cameras...AV is embedded in almost every museum.

So when a famous museum, **The Victoria & Albert** in London, executes an important study about the impact of mobile technology on visitors...then the result should be of interest to those of us selling AV technology to museums and other public-attracting organizations.

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Smartphone Museum/Gallery Activities

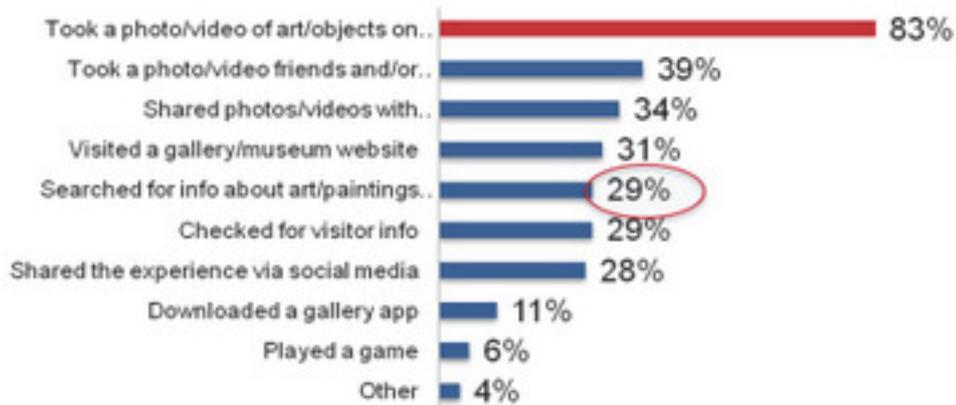


Figure 11: Q. What activities did you engage in using your smartphone, which enhanced your gallery or cultural visit? (Tick all that apply) Sample size: N=258

[y&A Study](#)