

the ultimate
sightseeing
experience

coachsound[®]

www.audioconexus.com



AUDIOCONEXUS





“By embracing our culture and heritage and our relentless commitment to innovation, we are transforming the Gray Line Australia customer experience. We have chosen AudioConexus in view of its outstanding record in developing and executing GPS Tour solutions in many companies from diverse industry sectors within tourism. Drawing on this expertise, Gray Line Australia has been able to deliver new tour commentaries using professional voice talents, musical backgrounds and sound effects in Japanese and Mandarin, significantly enhancing our foreign language experiences on our Great Ocean Road Tours.”

Joost Timmer, Sales and Marketing Manager
Gray Line Australia, Melbourne

The Next Generation of GPS Tour Entertainment

AudioConexus **coachsound®** is a digital hardwired GPS Tour Entertainment system, developed and designed specifically for location based entertainment on buses, boats, trolleys, trains, and trams.

This GPS Tour system opens up a new world of possibilities for sightseeing companies that value high-quality tour products and new opportunities for profit and growth.

Our tour solutions provide your tour coaches, open top buses or vessels with high-quality products designed for durability and ease-of-use. This system facilitates manual and GPS triggered simultaneous delivery of multilingual pre-recorded commentary in up to 22 languages and tour topics.

Designed with two microphone inputs for live guide commentaries, three audio inputs for external devices such as iPods, CD, and DVD players, and one audio out for PA system commentary in any language, you'll be amazed by the flexibility you have in a smaller, lighter design. We've even added features so that every tour commentary on your routes can also be preceded by an audio chime and a flashing seat-back controller to prompt passengers to put on their headphones – based on your preferences.

coachsound®

All Weather Audio Controller



Vandal resistant High-Impact Acrylic Plastic audio controller designed for long life

Volume and channel selection

Innovative touch conductive buttons with no mechanical moving parts (mechanical parts wear out over time)

Easily replaceable 3.5mm stereo headset socket

Outdoor design allows continuous exposure to prevailing weather conditions

Auto-dimming night/day dual-digit display shows the currently selected channel

Enable/Disable audio controller flashing before each segment of commentary to alert passengers to put on their headphones

Suits installation into seats or walls

Powered using common CAT-5 cabling as found with standard computer networks and readily available off-the-shelf.

coachsound®

Personal Audio Controller



Vandal resistant High-Impact ABS Plastic

Volume and channel selection

Innovative touch conductive buttons with no mechanical moving parts (mechanical parts wear out over time)

Easily replaceable 3.5mm stereo headset socket

Auto-dimming night/day dual-digit display shows the currently selected channel

Enable/Disable audio controller flashing before each segment of commentary to alert passengers to put on their headphones

Suits installation into seats or walls

Powered using common CAT-5 cabling as found with standard computer networks and readily available off-the-shelf.

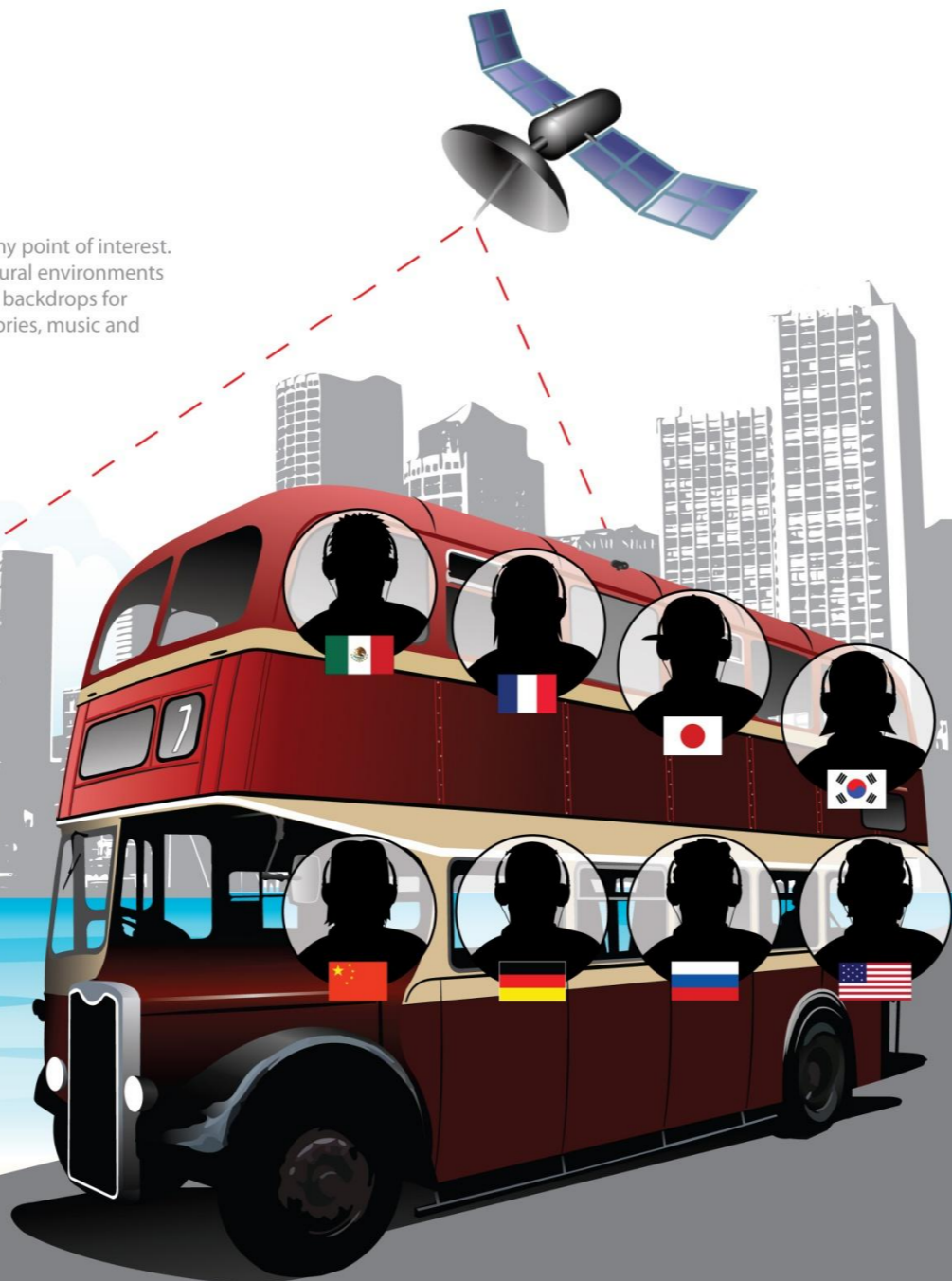
TRIGGERPOINT

GPS TOUR ENTERTAINMENT

Wireless tour entertainment in multiple languages simultaneously.

Reliable, accurate, consistent GPS tour entertainment.

GPS triggers any point of interest. Urban and natural environments transform into backdrops for exceptional stories, music and sound effects.



Location Specific Storytelling for Tour Operators

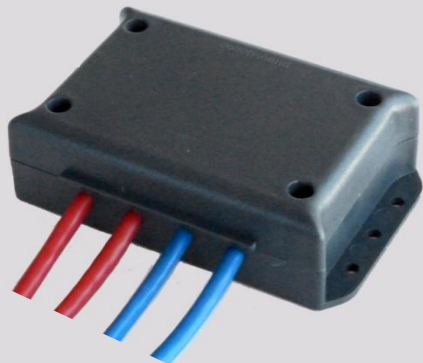
- Automated (GPS triggered), pre-recorded commentary in multiple languages and topics simultaneously.
- Bring your sightseeing tours to life. Transform urban and natural environments into backdrops for exceptional stories, engaging music and sound effects for compelling passenger experiences.
- Broadcast any language over your PA system.
- Driver/Captain Control Panel for Manual Playback of tour commentaries, any segment, anywhere.
- 22 channels of audio for multiple languages and tour topics.

Content Delivery

- Software manages multilingual and multi-topical audio in wav format for CD quality sound.
- GPS Play list and audio tour commentary stored on CompactFlash.
- Easy software setup and USB updates from a laptop or PC (license free).

coachsound®

Hub for Audio Controllers



Hubs are used to connect the main (color-coded) BLUE loom originating from the GPS Tour System to a pair of seat-based audio controllers. Hubs are connected in a daisy-chain arrangement.

One Hub for Two Seats

Outdoor design allows continuous exposure to prevailing weather conditions

Hubs are electrically protected against accidental cable insertion into an incorrect port

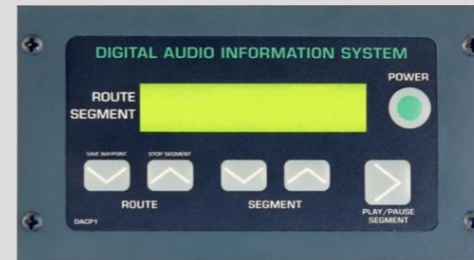
Easy Fault Finding: Two lights for the Blue port flash once per second to indicate a successful data link to the GPS Tour System

Lights for the (color-coded) RED ports flash once per second to indicate a successful link to the audio controller.

They also flash when a button has been pressed on the audio controller

coachsound®

Driver/ Captain Control Panel



Backlit Driver/ Captain Control Panel

Select Route

Displays Current Point of Interest When Audio is Playing

Displays Selected Tour (Supports Multiple Tours or Tour Routes)

Select Point of Interest for Manual Play

Play, Pause and Stop Audio Commentaries

Select Language for Audio Out (Any Language over a Public Address System)

System Power On/ Off

Garmin

High Sensitivity GPS Receiver



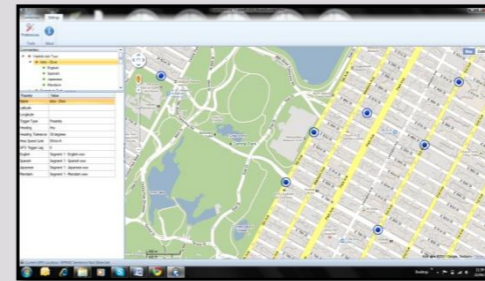
High-sensitivity, 12-channel receiver continuously tracks satellites and reports your precise position

The GPS receiver offers excellent performance and can be used near mobile computing devices and wireless communications equipment without worrying about interference

Waterproof design allows continuous exposure to prevailing weather conditions

Route Builder Software

GPS Tour Windows Based Software



Capture and manage GPS trigger points quickly and easily

Supports Directional GPS triggers (audio is triggered by GPS location and direction a coach or vessel is travelling)

Easily define the size of a GPS trigger zone for each Point of Interest (POI) along a tour route

Supports latitude and longitude GPS triggers for busy inner harbours, rivers, lakes and oceans

View GPS triggers on your routes with Google™ maps

License-free – no ongoing licensing costs

Remove Language Barriers

We help sightseeing companies increase sales and attract new customers, enhancing vacation experiences in any language, any topic, anywhere.

Attract New Customers

Gain a leading edge in your market. Your customers will experience the best your tour has to offer in multiple languages and/or topics simultaneously.

Focus on the fastest growing area of tourism today – international travelers.

Meet the demand for foreign language tours by international tour wholesalers (International Pow Wow's #1 request).



Deliver a Big Experience

Windows on coaches, trains, trolleys, trams and tour boats become theatre screens in the real world. Our creative team brings the theatre screens to life using historical re-enactments, character actors, fun facts, legends and folklore to complete the experience. Your visitors are immersed in breathtaking stories, set against backdrops of stunning sound effects and vibrant musical scores.

Reduce Costs

Training investments in new hires for the delivery of live commentary as well as retraining investments in your employees is costly. Our tour solutions allow clients to reduce their costs without sacrificing value, quality, or time-to-market.



“It's been a real pleasure working with the team at AudioConexus. We're extremely proud of our newly launched Aloha Bus Service and adding GPS triggered multilingual tours to our Open Top Double Decker Buses is the icing on the cake. The turn-key aspects of what AudioConexus does - from technology to script writing, translation, sound production and installation meant that we saved an awful lot of time and money - and we ended up with amazing tours that mirrored our vision for a superior passenger experiences. Thanks guys!”

Lee Collins, Vice President, Sales and Marketing
Polynesian Adventure Tours, AlohaBus, Hawaii

Innovative Technology

The **coachsound®** seat-back audio system is state-of-the-art technology that is extremely durable and reliable in harsh bus environments.

This market proven digital design offers excellent scalability, ease of installation & fault tolerance. It also offers excellent CD quality audio to ALL passengers on ALL audio channels – and not just to the passengers nearest the front of the bus as with existing analogue systems.

This system also provides greater flexibility and scalability for new languages and tours offered by your business in the future. Unlike analogue based systems which typically offer 8 channels for tour commentaries, this system supports the delivery of up to 22 channels of audio delivered simultaneously to your passengers.

The hard-wired seat back audio solution also includes two microphone inputs – one with selectable VOX voice override for the safety and security of your passengers.

The system also includes a driver interface for simple and efficient control of the system with manual playback of audio commentaries.

Opening a New World of Possibilities

Our tour solutions provide your buses, boats, trolleys and trains with high-quality products designed for durability and ease-of-use. This system facilitates the delivery of manual, automated and simultaneous multilingual pre-recorded commentary.

The set-and-forget design ensures that no user intervention is required for operation.

We provide a Plug-and-play' wiring topology that allows for straight forward and simple installation with color-coded CAT-5 cables for hubs and audio controllers.

Rugged and vandal resistant passenger controller and hub designs maximize the durability and lifetime of your GPS Tour system with the additional benefit of easy to use software.

Along with your audio commentary channels, up to 10 stereo music channels can be stored on your system to give passengers even more choice. This "Juke-Box" mode allows music channels of different genres to play on their own headset channel.



“Capital Cruises is focused on raising the bar in tourism by providing exceptional sightseeing experiences in multiple languages simultaneously. We’re bridging the gap between product availability and foreign language market demands while providing better touring experiences for our guests. AudioConexus gives us another market leading edge that creates new revenue from increased ticket sales while further differentiating our business as a must-see experience in the Nation’s Capital.”

Kurt Huck, President
Capital Cruises, Ottawa



"I'm thrilled to be using GPS audio systems on our coaches. The tour allows me to offer my guests' better service and an even better tour. The tours were designed in such a way that I can add my own commentary in a complimentary manner, adding my personal flair as a tour guide driver for Gray Line San Diego. I like to share things such as current news, what's happening in town as well as some of my favorite stories.

The combination of our automated audio tour and our live driver commentary means our guests always receive a great experience."

Dave Golston, Driver and Tour Guide
Gray Line, San Diego

AudioConexus Inc.

556 O'Connor Drive, Suite 129, Kingston, Ontario CANADA
T. 613 507 1300 • F. 905 492 1301

info@audioconexus.com

www.audioconexus.com

Our Higher Purpose

Our Higher Purpose is to captivate the imagination by creating exceptional entertainment experiences about our world - shared experiences that inspire the human spirit and unite us in discovery.

The Importance of Storytelling

Storytelling is the heart and soul of a great tour narrative. An effective guided tour has more than a beginning, a middle and an end; it has a point.

Like a good story well spun, a great tour narrative forges an imaginative connection between teller and told. A great tour, with a great story as its core and context, is infused with its own particular magic and energized by its own unique electricity. One is drawn subtly and irresistibly into an experience that is inevitably "more than meets the eye," and from which one emerges with a broader, deeper understanding, if not a more visceral sense, of place, history and character.



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