

## Getty Museum Audio Platforms Overview

Getty Museum audio content can be accessed through a variety of platforms, onsite at the Getty Center and Getty Villa, and online.

### Audio Player

The GettyGuide audio player (Antenna Audio's X-plorer, a MP3 player) is available to visitors to rent for \$5. The player features commentary from curators, conservators, and artists on over 300 works of art in the collection of the J. Paul Getty Museum at the Center, over 150 works of art in the collection of the J. Paul Getty Museum at the Villa, and in exhibitions at both sites.

At the Center, a tour of highlights of the collection is included in Chinese, English, French, German, Japanese, Korean, Spanish, and Russian. And a family tour of the collection is included in English and Spanish. At the Villa, a tour of highlights of the collection, and a family tour, is included in English and Spanish.

There are 250 audio players available for distribution at the Center, and 150 players at the Villa. At the Center there is approximately a 4 percent pick-up rate, and at the Villa there is approximately a 6 percent pick-up rate. Sample usage data suggests that permanent collection and exhibition audio are evenly popular.

### Kiosk

The GettyGuide kiosk stations, located in-gallery at the Center and Villa, feature many commentary on works of art. The kiosks feature the same audio content at both the Center and Villa.

### Online

Getty.edu features many streaming audio commentary on works of art highlighted in exhibitions, e.g. Bernini exhibition (slideshow),

<http://www.getty.edu/art/exhibitions/bernini/>

and Iturbide exhibition (media player),

[http://www.getty.edu/art/exhibitions/iturbide/audio\\_tour.html](http://www.getty.edu/art/exhibitions/iturbide/audio_tour.html)

Special audio content is available for download (MP3), e.g. Hilla Becher interview,

[http://www.getty.edu/art/exhibitions/becher/becher\\_interview.html](http://www.getty.edu/art/exhibitions/becher/becher_interview.html)

and Writing Historical Fiction panel discussion,

[http://www.getty.edu/museum/programs/historical\\_fiction\\_panel.html](http://www.getty.edu/museum/programs/historical_fiction_panel.html)

### Phone

The Modern Outdoor Sculpture at the Getty Center audio tour is accessible via phone (cell and LAN),

[http://www.getty.edu/art/installation\\_highlights/previews/outdoor\\_sculpture.html](http://www.getty.edu/art/installation_highlights/previews/outdoor_sculpture.html)

Over 7000 calls have been made to the tour since it's launch in June 2007. 20 plus calls per day, and the length of call averaging approximately three minutes. More than half the incoming calls are from California area codes, and New York and Texas lead the out of state calls.

The GRI has also used Guide by Cell's service for making archival sound recordings, such as radio broadcasts and interviews, accessible to visitors in GRI's exhibition gallery, e.g. Close Radio broadcasts,

[http://www.getty.edu/art/exhibitions/evidence\\_movement/close\\_radio.html](http://www.getty.edu/art/exhibitions/evidence_movement/close_radio.html)

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### **iTunes / RSS (Podcast)**

The Modern Outdoor Sculpture at the Getty Center audio tour is also accessible via iTunes,

<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=269329352>

and RSS,

[http://www.getty.edu/podcasts/outdoorsculpture/outdoorsculpture\\_podcast.xml](http://www.getty.edu/podcasts/outdoorsculpture/outdoorsculpture_podcast.xml)

The GRI's Close Radio broadcasts are also downloadable via iTunes,

<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=259684402>

### **Listening Station**

Listening stations are occasionally featured in-gallery as part of exhibition design for just-in-time access to interpretive audio content adjacent to works of art, available to all visitors, for no fee.