

LACMA Updates iPhone App with Context Awareness

Geofencing and *Bluetooth*® Smart capabilities provide visitors with personalized, location-based alerts.

(Los Angeles—December 23, 2013) The Los Angeles County Museum of Art (LACMA) is pleased to announce the release of an updated LACMA mobile application, designed to improve visitor experience at the museum.

The LACMA app on iOS has been updated to incorporate the Gimbal™ context aware and proximity platform from Qualcomm Retail Solutions, which enables delivery of personalized, highly relevant communications to consumers on their mobile devices based on interests and context. This new version of the LACMA iOS app will help improve visitors' mobile experience at the museum with information targeted to their location on campus.

Upon arrival to LACMA, the application welcomes visitors. As guests tour the campus, occasional pop-up notifications within the app will alert visitors to featured museum activities and attractions. These alerts provide visitors with personalized and relevant notifications based on their location within the museum.

"We're delighted to be able to offer this solution for visitors," said Amy Heibel, Vice President and head of technology at LACMA. "Thanks to Gimbal™, our mobile app is like having a personal guide that highlights great works of art and interesting opportunities at any location on campus. We can target messages to a radius as narrow as 10 feet, allowing us to tell you about the art in your vicinity, or invite you to a nearby education gallery you might have missed to take part in an upcoming family art-making activity."

Updates to both the iOS and Android versions of the app include further enhanced functionality with the introduction of a new "Tours" section, which features free multimedia tours of select exhibitions. Currently, the app includes a tour of *See the Light—Photography, Perception, Cognition: The Marjorie and Leonard Vernon Collection*. This tour presents museum visitors with exclusive audio commentary, including interviews with the curator and other special guests, providing a behind-the-scenes perspective on the history of the Vernon Collection and featured pieces within the exhibition.

The LACMA app is available as a free download in the Apple App Store and Google Play. Contextual awareness features are currently available on iOS only, for iPad and iPhone version 4S and above.

For more information, contact web@lacma.org.

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About LACMA

Since its inception in 1965, LACMA has been devoted to collecting works of art that span both history and geography, in addition to representing Los Angeles's uniquely diverse population. Today LACMA is the largest art museum in the western United States, with a collection that includes over 120,000 objects dating from antiquity to the present, encompassing the geographic world and nearly the entire history of art. Among the museum's strengths are its holdings of Asian art, Latin American art, ranging from pre-Columbian masterpieces to works by leading modern and contemporary artists; and Islamic art, of which LACMA hosts one of the most significant collections in the world. A museum of international stature as well as a vital part of Southern California, LACMA shares its vast collections through exhibitions, public programs, and research facilities that attract over a million visitors annually, in addition to serving millions through digital initiatives, such as online collections, scholarly catalogues, and interactive engagement at lacma.org. Situated in Hancock Park on over 20 acres in the heart of Los Angeles, LACMA is located between the ocean and downtown.

Location: 5905 Wilshire Boulevard, Los Angeles, CA, 90036. lacma.org

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