From: Debbie James <debbie-james@btconnect.com>
To: tim@qrlanguages.com; susan Kay <susanna.seekings@talktalk.net>
Sent: Mon, 7 Jul 2014 15:55
Subject: Re: Fwd: Draft Press Release for Herschel / 10 languages

Sorry I was confused, I thought an attachment was missing!  Did this get sent to the Bath Chronicle?

It should read Arts Council England and should probably contain their logo! I think Susanna may have this but it can probably be downloaded from their website

Best

Debbie

**From:** QR Languages

**Sent:** Monday, July 07, 2014 3:43 PM

**To:** Debbie James

**Subject:** Re: Fwd: Draft Press Release for Herschel / 10 languages

Hi Debbie,

Resending as requested,

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The Herschel Museum of Astronomy in Bath took delivery of a further eight languages in June 2014 and now offers visitors detailed descriptions of nearly every exhibit in the museum in ten languages:

Chinese Simplified, Chinese Traditional, English, French, German, Italian, Japanese, Portuguese, Russian and Spanish.

It is unusual for a small museum to provide such a significant amount of interpretation to overseas visitors, this has been achieved thanks to a grant from the Arts Council of England and the innovativ​e services of QR Languages Ltd.

Visitors to the Museum can use their own smartphone, linked up to the museum's free wifi hotspot, to scan QR labels for each exhibit and read

​the​ description in their own language.

Tim Richardson from QR Languages says "The Herschel Museum is proof that there is now an affordable way to provide a more enjoyable and meaningful visitor experience for the  ​ever-​increasing number of foreign visitors to Bath"

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Tim Richardson

QR Languages

<http://www.QRLanguages.com>