

# AUDIOGUIDE

*Create your own audio files*

## FOUR IMPORTANT CONSIDERATIONS WHEN USING AUDIO AS A COMMUNICATION MEDIA

1. Who is the target audience?  
Customize the audio content for those who are going to experience it. Is there a need for communication in different languages, is it for children or adults?
2. What is the purpose?  
Create curiosity, give knowledge or involve visitors in experiences or surroundings.
3. Which type of communication is best suited to the target group and purpose?  
A dramatized narrative, soundscape with sound effects or something third?
4. Awareness of competencies and limitations?  
Can you design and produce audio content yourself or does it make sense to collaborate with professionals on the development and production of audio content tailored to your device?



## COLLABORATORS

*"Device selection is of course relevant. But it's the most important content - rather no sound at all than a bad sound. Bad sound creates a bad experience."* - Sofie Halkjær, director of EnergiLeg.

That is why we partner with professionals who can deliver high quality sound production and sound design.

## HERE YOU WILL FIND GOOD ADVICE ON DESIGNING AND UPLOADING YOUR OWN AUDIO FILES

### AUDIO DESIGN

When you design audio files, we recommend one of following models:

1. PROF MODEL - Our collaborative partner AUDIO LOUNGE w/ Lars-Bo Kjaer provides a top-class delivery – the only thing you do is writing the manuscript.
2. COCREATION MODEL - In collaboration with Sound Researcher & Designer Ingeborg Okkels, you record the sound files and mix it. She will bring the sound equipment, skills and facilities needed. It is a great model there you get a high quality of sound and you save the expense of booking professional speakers.
3. DO IT YOURSELF MODEL - Maybe you already have the necessary equipment needed, otherwise you can buy a handheld microphone and a suitcase with audio props from us and do it yourself. This solution is optimal, if you have an employee with flair for sound and technology. The sound quality is of course not as the other two models, but it can work. We recommend that audio files are 2 minutes long.

*Please find more information on [www.a-storyteller.dk/en-speak](http://www.a-storyteller.dk/en-speak)*

### AUDIO UPLOAD

We recommend following this guide to avoid product damages

- Be aware that the USB stick must be clean – it shall be formatted before use and there must be no other files on
- All audio files must be saved as MP3 files
- We recommend that the MP3 files do not exceed the capacity of 1.5 MB as it may take longer for the files to be transferred from the USB stick to the product. Maximum of 30 MP3 files per USB stick
- The individual file names must not exceed five characters - only letters A-Z can be used
- Use 128 KBPS mp3 files or higher for a good audio quality
- The ideal recording sound is 0 dB (if lower, the audibility may be poor)
- Do not use Apple/Mac. These devices can insert hidden files on the USB-stick and/or cause permanent damage to the electronics
- Only use the USB sticks included in the product. Other USB's may not work/fit or get damaged through weather conditions
- If the files intend to be in a specific order, organize the files on the USB stick in the order in which they shall be presented and name them with A, B, C, etc.

### RIGHTS

- There are no specific tracks permanently locked to the products. Therefore, it simply has the character of a playback unit
- Depending on where the products are mounted and used, make sure to make an agreement with KODA or similar organizations for public audio