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New Service at Cultural Heritage Center to Improve Visitor Experience

PIERRE, S.D. -- Gov. Dennis Daugaard announced on Jan. 16 that visitors can now use their smartphones to access new information about nine different artifacts on display at the Museum of the South Dakota State Historical Society at the Cultural Heritage Center in Pierre.

The app is free and the museum will provide quick response codes located at the entry of the museum or in the primary gallery. New information can include graphics, video, reference text and other information not found on display.

“Almost 60 percent of Americans own smartphones—and they carry them everywhere, including when they visit cultural institutions,” said Jay Smith, museum director. “This creates a whole new range of unique, affordable and sustainable opportunities for cultural institutions to engage visitors through their mobile devices.

“We are working with a company called Immediatag to provide a new mobile platform for visitors who wish to know more about certain artifacts on display,” Smith said. “What I like about this service is that if a visitor scans one of our QR codes, he or she will have access to that information immediately. This will be great for anyone who wants to be more engaged while they are here.”

“We are excited about the new technological opportunities we have available for our audience,” said Jay D. Vogt, director of the State Historical Society. “It was a great boost to us when Gov. Daugaard referenced the service in his comments at our annual Legislative Reception last night. We hope this new feature will give us another way to provide service for all South Dakotans.”

Directions on how to download the scanning technology to a smartphone and how to use the QR codes are available at the museum’s front desk. There is no additional charge or fee to access the new mobile platform.

“We are starting with just a few artifacts,” said Smith. “But we plan to add more in the near future, as well as to expand our long-term storytelling, interpretive activities, programs, and perhaps even virtual exhibits or other uses.”

About Immediatag

Immediatag, LLC is a mobile software and consulting services startup based in Austin, Texas. They help cultural institutions use mobile technology to engage and educate visitors of all ages and backgrounds. For more information about Immediatag, please visit <http://immediatag.com>.

The South Dakota State Historical Society is a division of the Department of Tourism. The Department of Tourism is comprised of Tourism, the South Dakota Arts Council and the State Historical Society. The Department is led by Secretary James D. Hagen. The State Historical Society, an Affiliate of the Smithsonian Institution, is headquartered at the South Dakota Cultural Heritage Center in Pierre. The center houses the society's world-class museum, the archives, and the historic preservation, publishing and administrative/development offices. Call (605) 773-3458 or visit www.history.sd.gov for more information. The society also has an archaeology office in Rapid City; call (605) 394-1936 for more information.