

THE MUSEUM OF MODERN ART INTRODUCES TECHNOLOGY INITIATIVES TO REACH BROADER AUDIENCES

Free Museum-Wide WiFi Access

MoMA Channel on iTunes

Interactive MoMA.guide Kiosks Allow Visitors Unprecedented Access to Information

New York, April 22, 2008—Visitors to The Museum of Modern Art are now able to use wireless technology within the Museum to access MoMA's audio programs on their own handheld devices, including Apple's iPod Touch and iPhone. MoMA's free WiFi is just one of several technology-related projects the Museum is providing to give the public more opportunities to learn about the world's largest and most inclusive collection of modern and contemporary art.

- Visitors can access the MoMA Audio programs by logging on to www.moma.org/wifi with their HTML browser-enabled devices.
- Audio commentary about works are available on demand by number (found on the label in the gallery), tour, or floor.
- Audio programs include:
 - commentary by curators and artists on works in the collection in eight languages
 - audio for select special exhibitions
 - audio for children, teens, and the visually impaired

MoMA Podcasts on iTunes U

MoMA's iTunes U content offers free downloads of a wide variety of information and programming from MoMA and P.S.1 Contemporary Art Center, MoMA's affiliate. MoMA is one of the first non-university cultural institutions to be featured in iTunesU, Apple's educational section of the iTunes application. Since the MoMA-branded channel's launch last October, more than 100,000 audio and video tracks have been downloaded.

Available content includes:

- An expanding repository of current and past MoMA Audio programs.
- Audio and video of public lectures and panel discussions.
- Short video clips of a variety of topics, including exhibition installations and artist interviews.
- Programming from WPS1 Art Radio, the Internet radio station of MoMA and P.S.1 that provides a 24-hour stream and on-demand archive of cultural programming.

MoMA.guide Provides New Depth And Range Of Information to Museum Visitors

Visitors to The Museum of Modern Art are now able to access thousands of works from the Museum's collection on MoMA.guide, an informational interactive kiosk program. Eight 24-inch iMac computers stationed in three locations within the Museum provide access to an unprecedented depth and range of information from a number of different sources, including the online calendar and internal collection system, brought together in a dynamic custom interface designed to encourage a journey that enhances the visitor experience in the galleries.

MoMA.guide allows viewers to:

- Access wayfinding information for navigating the galleries and finding specific works of art on view.
- Access artist biographies, art terms and works of art in the Museum's collection.
- Find information on daily events in the Museum, such as public lectures and film screenings.
- Explore past and present exhibition sites.
- Send E-Cards featuring works from MoMA's collection.
- Change text size and contrast for usability. Accessibility buttons are available for visitors with limited mobility.

MoMA Audio is available free of charge courtesy of Bloomberg. MoMA Audio is a collaboration between The Museum of Modern Art and Acoustiguide, Inc.

No. 44

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