

FOR IMMEDIATE RELEASE

Herbert Hoover Presidential Library-Museum Launches Mobile App

Hoover Presidential Library-Museum partners with OnCell to provide an interactive educational experience for visitors

WEST BRANCH, Iowa, Sept 30, 2016 –The Herbert Hoover Presidential Library-Museum is introducing a new interactive experience to their space by providing visitors with a mobile tour app. Built with technology provided by OnCell, a leader in the mobile tour space for museums, the app allows visitors to access educational content through their personal mobile devices.

With over 57 tour stops, the app takes users through the life of Herbert Hoover, the 31st President of the United States. Hoover, who was born in Iowa of humble Quaker beginnings in 1874, achieved international success as a mining engineer. The app shares Hoover's story from his birth to his travels across the globe, with his wife Lou Henry and family, his work through World War I, and his early political career that eventually led him to be our nation's President from 1929 to 1933.

The app was created by the curatorial department at the Herbert Hoover Presidential Library-Museum. Currently app users can see over one hundred unique images depicting Hoover, his family, and life in the early 20th century.

“Though the app was designed to enhance the visitor experience for our permanent exhibit at the museum, the app can be used by anyone who would like to learn more about Hoover, World War I, and the Great Depression,” says Assistant Curator Melanie Wier. “The app features an extensive amount of history relating to the life, values, and times of Hoover, and includes some rather amazing archival photographs from our collection that can be appreciated by all.”

The museum intends to use OnCell's platform over the next year to build upon the mobile experience to include content for the its temporary exhibitions and a game for school children.

Visitors can access the tour by downloading the app from the App Store or Google Play.

About The Herbert Hoover Presidential Library-Museum

The Herbert Hoover Presidential Library-Museum, is a cultural institution that has educated, inspired, and entertained visitors since it opened more than fifty years ago. Visitors to the Museum learn the extraordinary story of an orphan boy who lived the American dream and became the 31st president of the United States. The Hoover Museum is one of thirteen presidential library-museum's that are operated by the National Archives and Records Administration. The Library-Museum is located on the grounds of the Hoover National Historic Site in West Branch, Iowa. Open daily from 9:00 a.m. – 5:00 p.m. For more information visit the website, www.hoover.archives.gov or call 319-643-5301.

About OnCell

OnCell provides a full range of mobile tour technologies for museums and cultural destinations. With a variety of interactive services such as a DIY app builder, native and web apps, audio guides, beacon tours, and scavenger hunts, OnCell helps organizations become mobile-friendly. As mobile communication experts who are passionate about the arts and education, the OnCell team has worked on over 2,200 projects both in the U.S. and internationally since its inception in 2006.

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