

# PRESS RELEASE

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## The McCord Museum opens a unique and innovative window on Montreal

*The Museum offers two applications accessible to all for the Montreal tourist season and upcoming school year*

**Montreal, July 11, 2012** – The McCord Museum is pleased to announce the return of [MTL Urban Museum](#) (MUM) and [iMontreal](#), two ground-breaking, state-of-the-art applications. Part of the Museum's outreach program, the applications, which have been made possible by TELUS, bring the McCord Museum collections to the streets and classrooms, plunging Montrealers and Montreal tourists alike into the past and providing them with a novel and entertaining way to experience history.

### MTL Urban Museum: time travel has arrived!

Free to download to the iPhone, the *MTL Urban Museum* application offers a unique opportunity to relive the history of such iconic Montreal landmarks as St. Catherine Street, Sherbrooke Street, Old Montreal, Mount Royal Park, and the McGill University campus. The application, launched in September 2011 in collaboration with TELUS and Historia, uses augmented reality technology to allow users to explore the city's past by revisiting the very places where its history was created. Some 150 photographs from the McCord Museum's Notman Photographic Archives transport the visitor to the Montreal of yesteryear while providing a new take on the city. Large round stickers on the ground enable users to easily identify some of the 150 sites featured in the application.

Since last year, this McCord Museum application has surprised and delighted tech-savvy visitors. The application's success is also largely due to TELUS, which, as a believer in the future of innovation, has contributed significantly in sponsoring the initiative. "We are very grateful to TELUS for this partnership, which enables visitors to discover the city and its stories from their mobile phone while tapping into the latest technology," stated Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

### The McCord Museum on the receiving end of the TELUS Day of Giving

TELUS also reinforced its support of the Museum as part of its Day of Giving on May 26, 2012.

Each year, close to 2,000 members of the TELUS team give back to the community by volunteering their time with local organizations across Quebec. This year, 14 TELUS employees chose to generously donate their time to the McCord Museum, introducing the *MTL Urban Museum* application to the public by engaging with passers-by.

TELUS also made the most of its Day of Giving to present a cheque for \$50,000 to the Museum. The money has been invested in the development of the MUM application and other technological initiatives.



“At TELUS, we give where we live. By combining this philosophy with our drive for innovation, we have been able to apply leading-edge technology in such a way as to literally put a complete Montreal experience in the hands of Quebecers and tourists,” explained François Gratton, Senior Vice-President, Business Market, Eastern Canada at TELUS, and Vice Chair of the TELUS Community Investment Board. “Our team members share a passion to give, and we are delighted to support the McCord Museum in their name.”

### ***iMontreal* application arrives at school**

The involvement of TELUS in the technologies deployed by the McCord Museum is not limited to the *MTL Urban Museum* application. In fact, TELUS will also enable some 1,500 students to take part, free of charge, in the *iMontreal* school program. TELUS is a major donor to this program, which encourages young people to use technology while learning about history in a fun and entertaining way. With *iMontreal*, students and their teachers gain access to the McCord Museum Web site and its content, which ranges from educational games and virtual exhibitions to thousands of photographs. They can explore the Museum at school or home to prepare for their visit to the [Montreal - Points of View](#) exhibition at the McCord Museum. Since elementary and high school students are so familiar with this type of technology, the *iMontreal* application on Museum iPods adds to the dynamism of the visit and makes it easier for youth to learn about history.

### **About the McCord Museum**

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's history, as recounted by its people, artists and communities living in the city's past and present. The McCord Museum is home to one of the largest historical collections in North America, consisting of First Peoples objects, costumes and textiles, photographs, decorative and visual artworks, and textual archives, totalling more than 1.4 million artefacts. The McCord Museum produces exciting exhibitions that engage visitors from Montreal, Canada, and beyond by offering them a contemporary look at the world. The McCord Museum also offers educational and cultural activities, as well as innovative projects on the Internet. ***McCord Museum: Our People, Our Stories.***

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Possibility of interviews with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum

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