



# Aira For Visual Interpreting at Museums

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## What is Aira?

Aira is an app that provides on-demand, remote visual interpreting services for the blind and low vision community. Download the app, press a button, and your phone's camera streams a live video to one of our highly screened visual interpreters. Aira's mission is to remove barriers and make the world more accessible with visual interpreting. We believe access to visual information is a human right, and we provide this access anytime, anywhere. [Watch Aira in action.](#)

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## How does Aira work at museums?

Museums can use Aira to increase accessibility and improve visitor engagement, connection, and the educational value of their exhibits. The Aira team creates a geofence that outlines the zones where a museum would like to provide free Aira usage, like an invisible fence around the building. Any museum visitor can download the Aira app, and easily connect for free with an Aira visual interpreter. The visual interpreter can use the visitor's camera to interpret museum exhibits, assist with navigation, and enhance the ease with which the museum is experienced. It's easy to set up: Aira doesn't require anything from a museum's IT organization to launch or run the service. Leading museums nationwide are already using Aira to ensure every visitor has access to key visual information to get the most out of their visit.

**Step one:** Download the Aira app ([Apple App Store](#) or [Google Play](#)) on your mobile phone.

**Step two:** Launch the app and tap the button to be instantly connected to a trained visual interpreter. It's simple and easy to use.

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## Who are Aira's visual interpreters?

Aira's visual interpreters are certified and undergo comprehensive Aira training to provide immediate information to our users and accomplish tasks as a team. They work from home, pass a background check, sign a non-disclosure agreement and go through extensive training on orientation and mobility. They are not a replacement for a guide dog or white cane, but an additional feed of visual information. From locating a museum coat check to describing the new blue whale exhibit at the Natural History Museum, there is no task too big or too small for an Aira visual interpreter.

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## What do museums need to manage when offering Aira?

To offer Aira at your museum, you simply complete our agreement and pay the subscription fee. Once the paperwork is filed, you let us know the area that you want covered. We create the accounts and geofences, and that's it. We'll send you a monthly report of usage and handle everything else. Some museums, like the [Smithsonian](#), produce press releases. Others launch the program with media efforts, like the [Butler Institute](#). Aira's marketing team can partner with you and provide assets to best announce the availability of Aira at your museum.

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## How much does Aira cost?

Aira for museums is offered at a fixed annual fee of \$5,000 USD per year. Under this arrangement, you will receive a monthly bill with detailed reporting. Aira's visual interpreters are available 24 hours a day, 7 days a week, 365 days a year, and do not require advance reservations. If a museum visitor encounters an issue and needs support, Customer Care can be reached at 1.800.835.1934.

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