

NORTON SIMON MUSEUM FOR IMMEDIATE RELEASE

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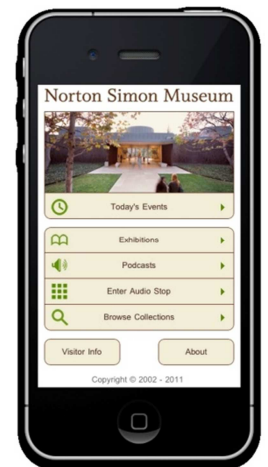
Norton Simon Museum Releases Two Free iPhone Applications

Pasadena, CA—The Norton Simon Museum is pleased to announce the release of two, free iPhone applications. Both are now available on iTunes.

Norton Simon Museum App

The Norton Simon Museum App is designed to help guests plan their visit to the Museum. Users of the App can learn about the Museum's current and upcoming exhibitions and events, browse the online collections, listen to podcasts and audio stops, watch videos, find information about the Museum's hours, admission fees and directions, and learn about the Museum's history.

The Norton Simon Museum App is compatible with the iPhone with iOS 4. Internet connection is required.



Norton Simon Museum Audio Tour App

Designed for use in the Museum's galleries, the Norton Simon Museum Audio Tour App allows visitors to listen to the Museum's complete award-winning Audio Tour, developed in collaboration with Acoustiguide, in English and Spanish. More than 400 stops are featured in English and Spanish, including tours for adults and children. Look for the audio tour icon and stop number on the labels of many of the Museum's artworks.

The Norton Simon Museum Audio Tour App is compatible with the iPhone or

iPod Touch with iOS 4, no internet connection required. Because of the App's large size, visitors should download it prior to coming to the Museum.

About the Norton Simon Museum

The Norton Simon Museum is known around the world as one of the most remarkable private art collections ever assembled. Over a 30-year period, industrialist Norton Simon (1907–1993) amassed an astonishing collection of European art from the Renaissance to the 20th century, and a stellar collection of South and Southeast Asian art spanning 2,000 years. Modern and Contemporary Art from Europe and the United States, acquired by the former Pasadena Art Museum, also occupies an important place in the Museum's collections. The Museum houses more than 12,000 objects, roughly 1,000 of which are on view in the galleries and gardens. Two temporary exhibition spaces feature rotating installations of artworks not on permanent display.

Location: The Norton Simon Museum is located at 411 W. Colorado Blvd. at Orange Grove Blvd. in Pasadena, California, at the intersection of the Foothill (210) and Ventura (134) freeways. For general Museum information, please call (626) 449-6840 or visit www.nortonsimon.org. **Hours:** The Museum is open from noon to 6 p.m. every day except Tuesday, and noon to 9 p.m. on Friday. **Admission:** General admission is \$10 for adults and \$5 for seniors. Members, students with I.D., and patrons age 18 and under are admitted free of charge. Admission is free for everyone on the first Friday of every month from 6 to 9 p.m. All public programs, unless stated otherwise, are free. The Museum is wheelchair accessible. **Parking:** Parking is free, and no reservations are necessary. **Public Transportation:** The City of Pasadena provides a shuttle bus to transport passengers through the Pasadena Playhouse district, the Lake Avenue shopping district and Old Pasadena. A shuttle stop is located in front of the Museum. Please visit www.cityofpasadena.net/artsbus for schedules. The MTA bus line #180/181 stops in front of the Museum. The Memorial Park Station on the MTA Gold Line, the closest Metro Rail station to the Museum, is located at 125 E. Holly St. at Arroyo Parkway. Please visit www.metro.net for schedules.