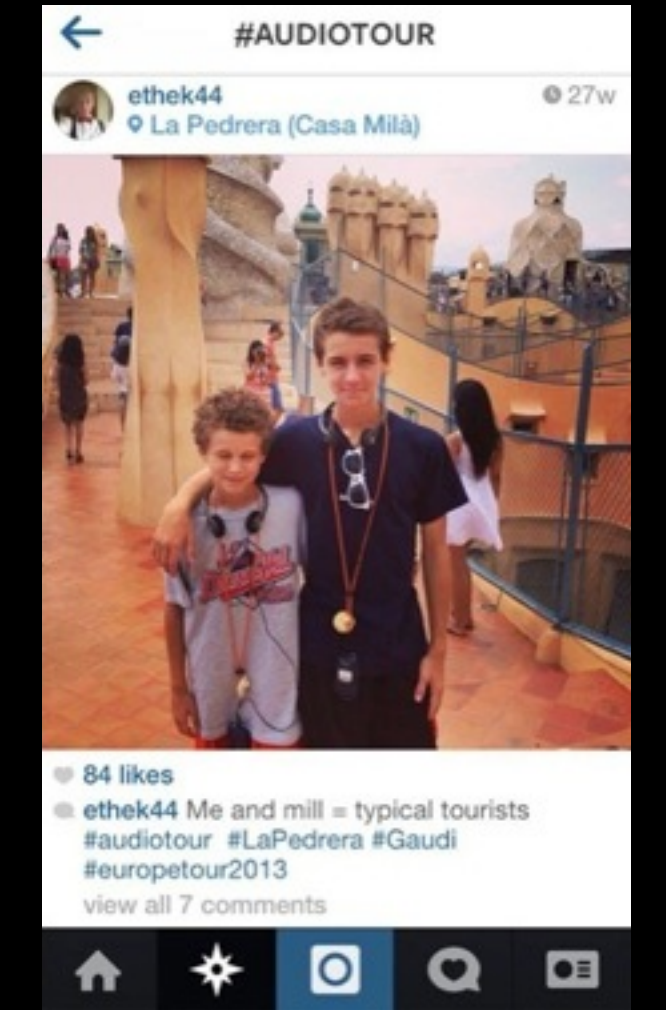


Access Everywhere:

From Digital Overlays to Talking Buildings



Instagram search #Audiotour



The third space



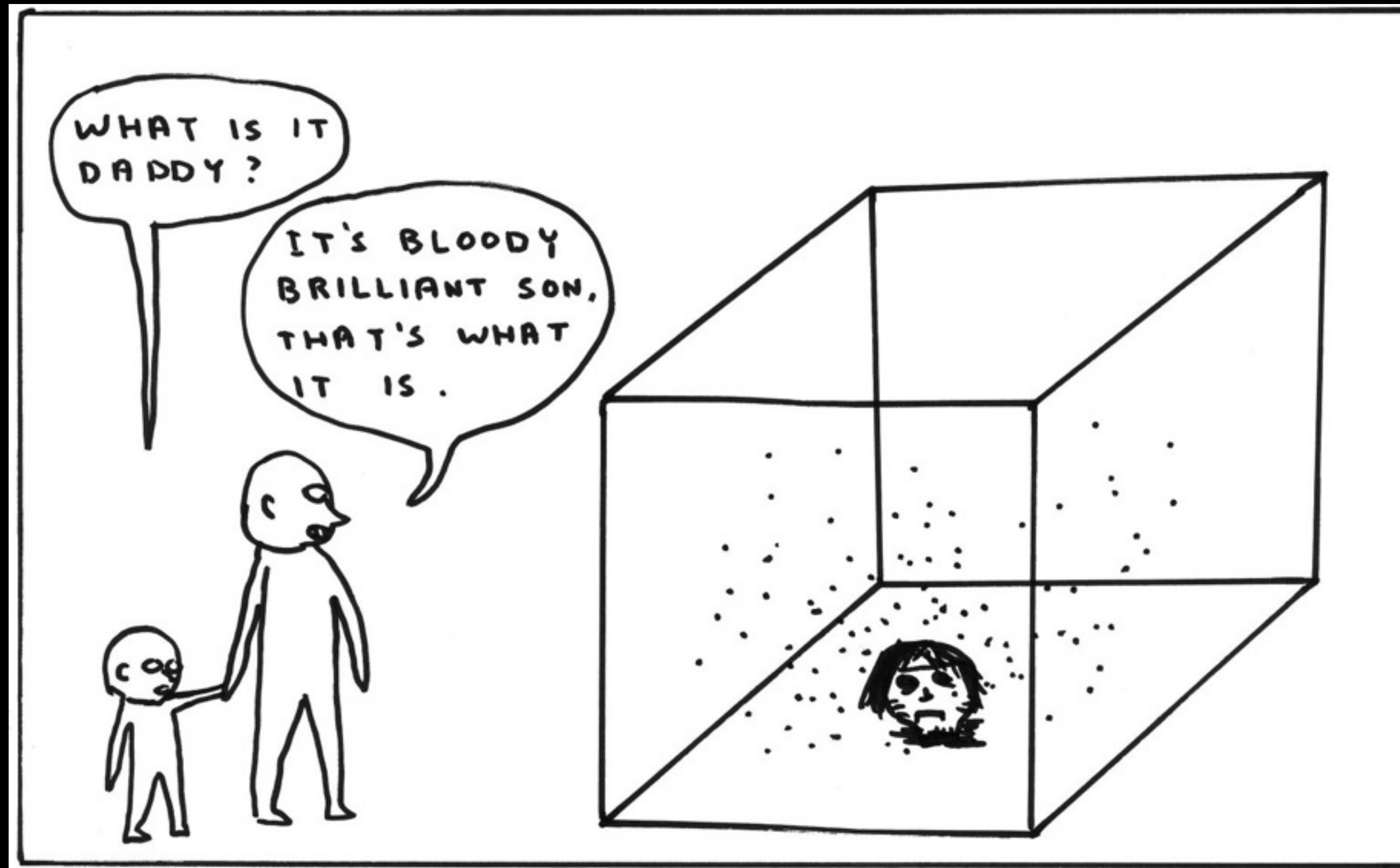
Changing mobile landscape



Changing mobile landscape

- Total number of Facebook users worldwide has now reached 1.4 Billion
- 250 Million of those users are accessing FB from Mobile devices.
- There are an average of 190 million tweets everyday.
- There are over 5 billion photos hosted by Flickr.
- Smartphone users will total 1.75 Billion users in 2024

How museums have always been thinking mobile

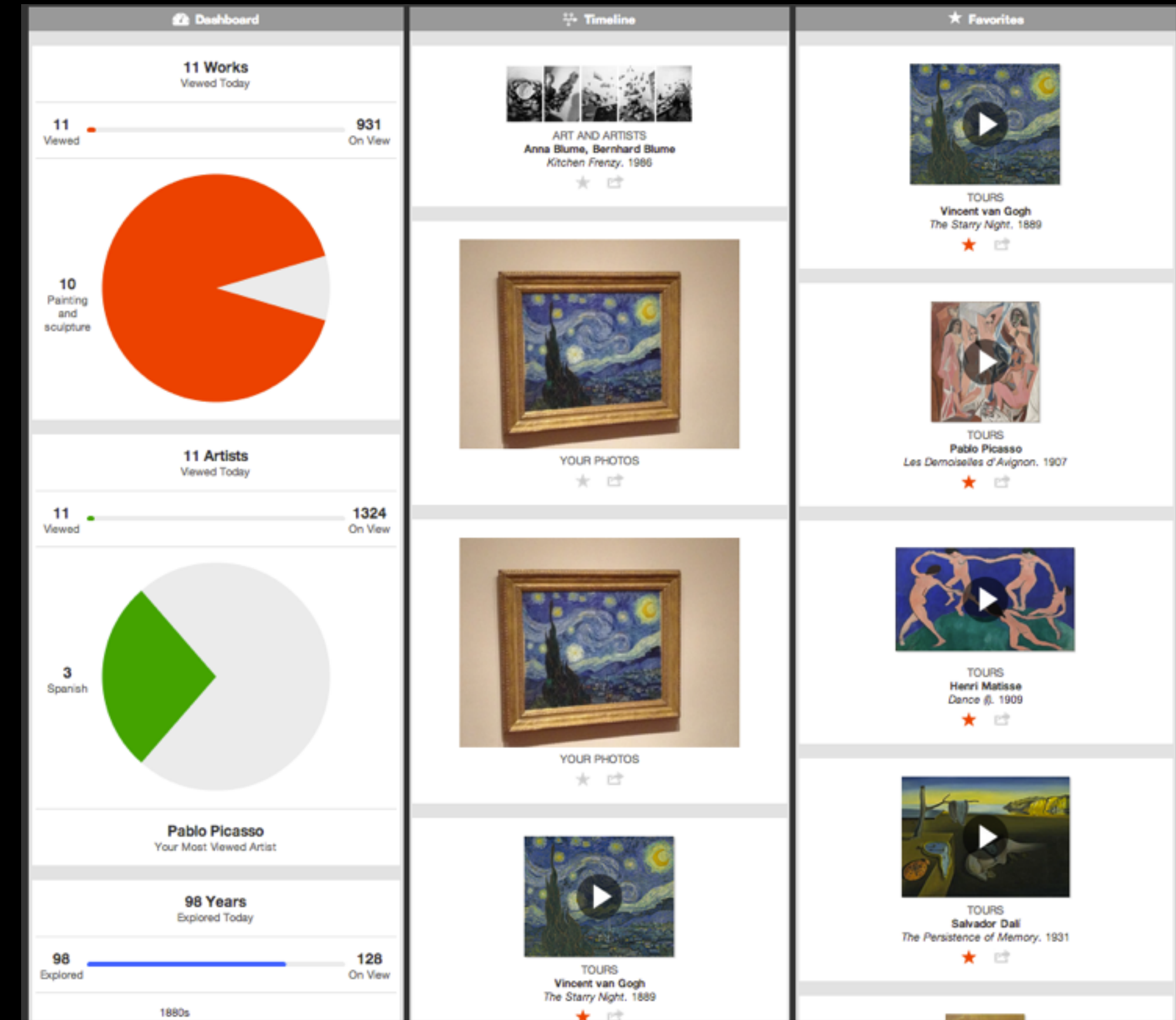


Mobile experiences within museum walls today

*Desmoiselles d'Avignon. 1907
Pablo Picasso*



*The Starry Night. 1889
Vincent Van Gogh*

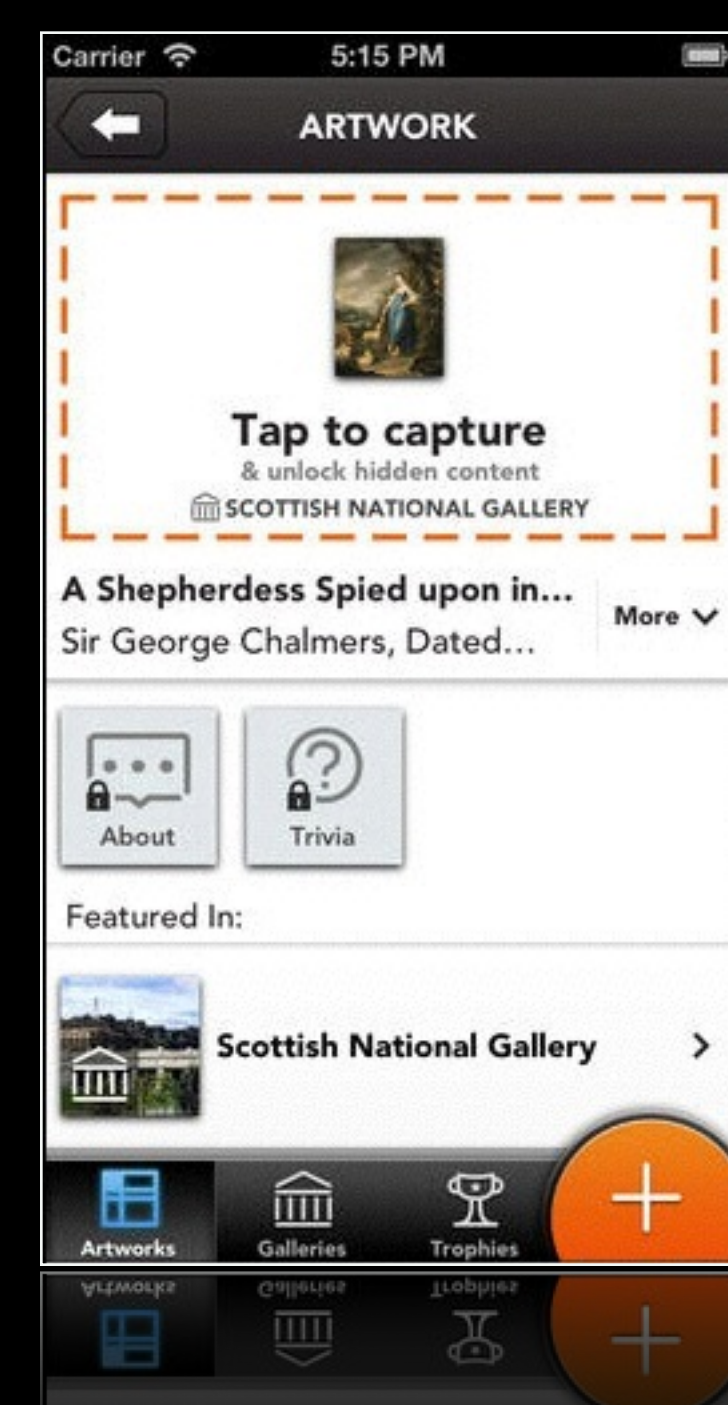
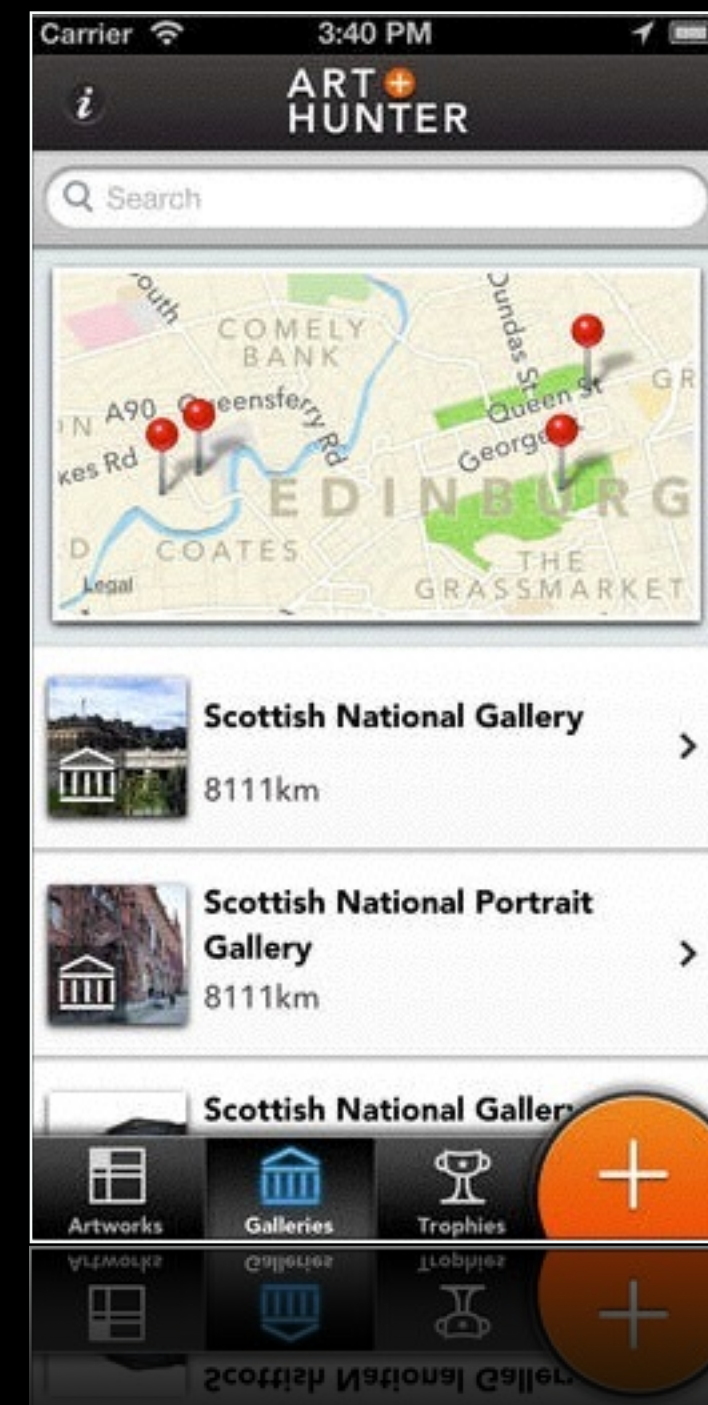
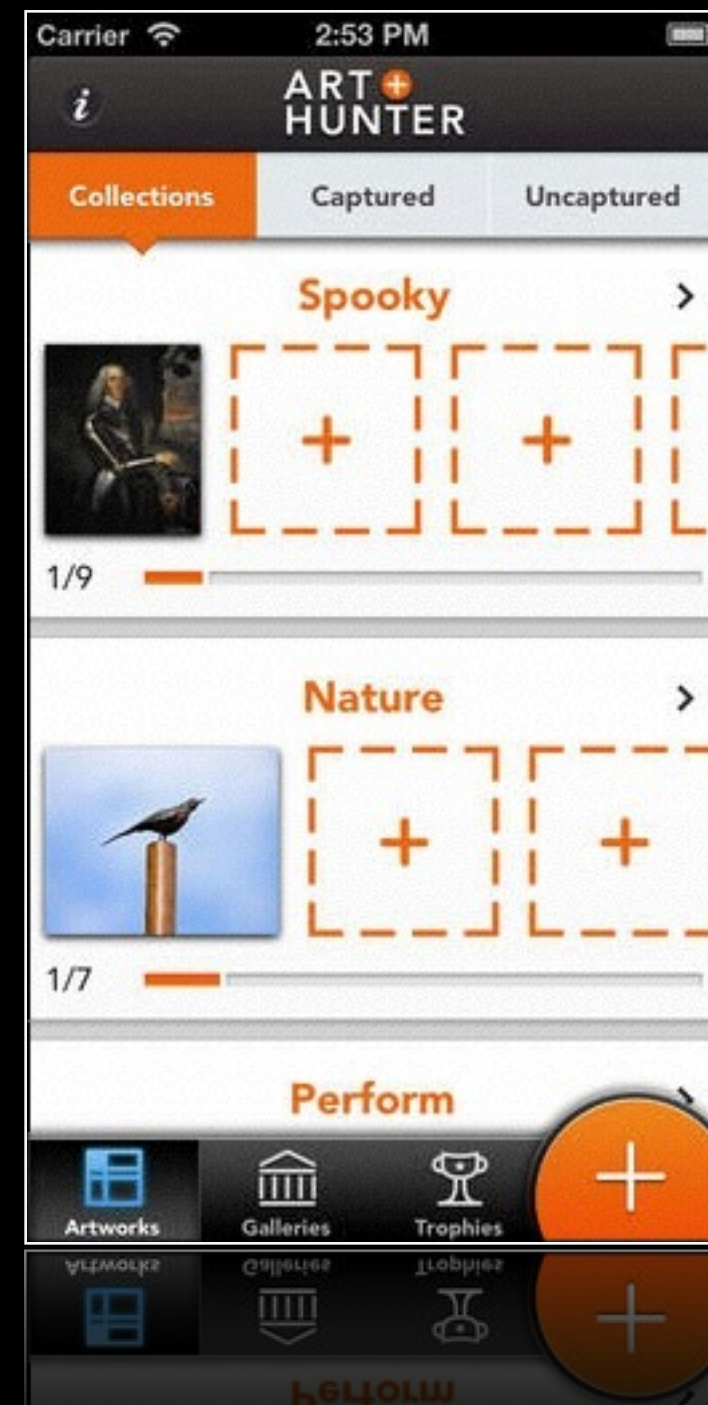


Mobile experiences within museum walls today



Gallery One, The Cleveland Museum of Art

Mobile experiences within museum walls today



Art Hunter - National Galleries Scotland

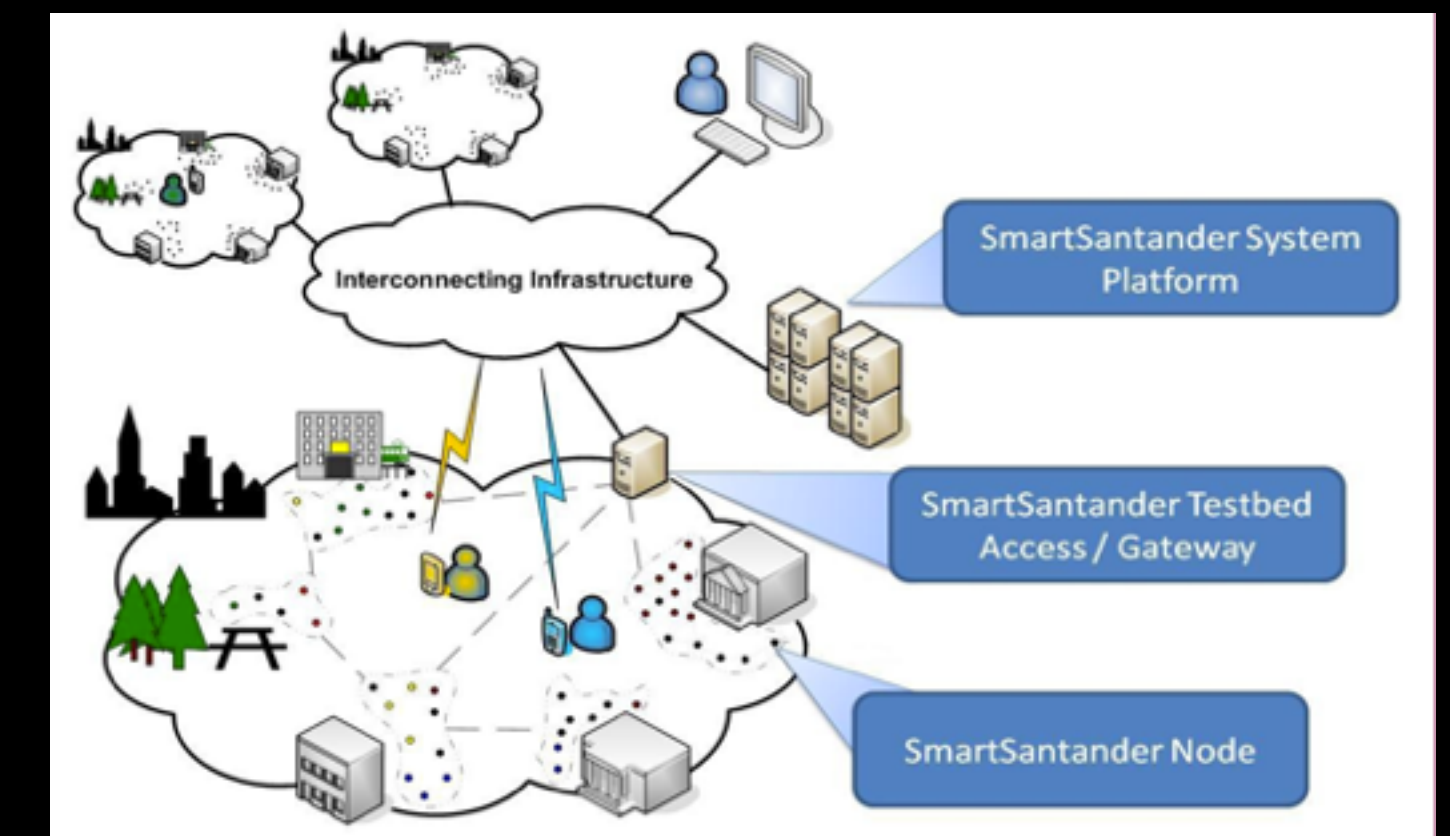
**What if that creativity and ingenuity
could be taken out of the museum
or gallery?**

Making the streets the gallery



The Grand Tour - National Gallery & Hewlett Packard

Technology democratising our cities



Santander 'Smart City'

Using location to enhance storytelling

FSG ORIGINALS
Preorder

THE SILENT HISTORY

A NEW KIND OF NOVEL

Download on the App Store

The advertisement features a tablet and a smartphone. The tablet screen displays a donut chart with a blue segment and the text '2028-2033' in the center, with 'THE SILENT HISTORY' below it. Below the chart is a map of a city with several red location pins. The smartphone screen displays the name 'THEODORE GREENE', the location 'El Cerrito, CA', the year '2011', and a paragraph of text starting with 'S'he already looked half-dead on the drive to the hospital but I wouldn't admit this until much later. I was pretty determined, I guess, to remain afloat. In all the classes we'd taken to prepare for the bath, that was the one thing the instructor kept repeating to the men in the room. The future.'

The Silent History

Using location to enhance storytelling

THE SILENT HISTORY
A NEW KIND OF NOVEL

Download on the App Store

FSG ORIGINALS
Preorder

2028-2033

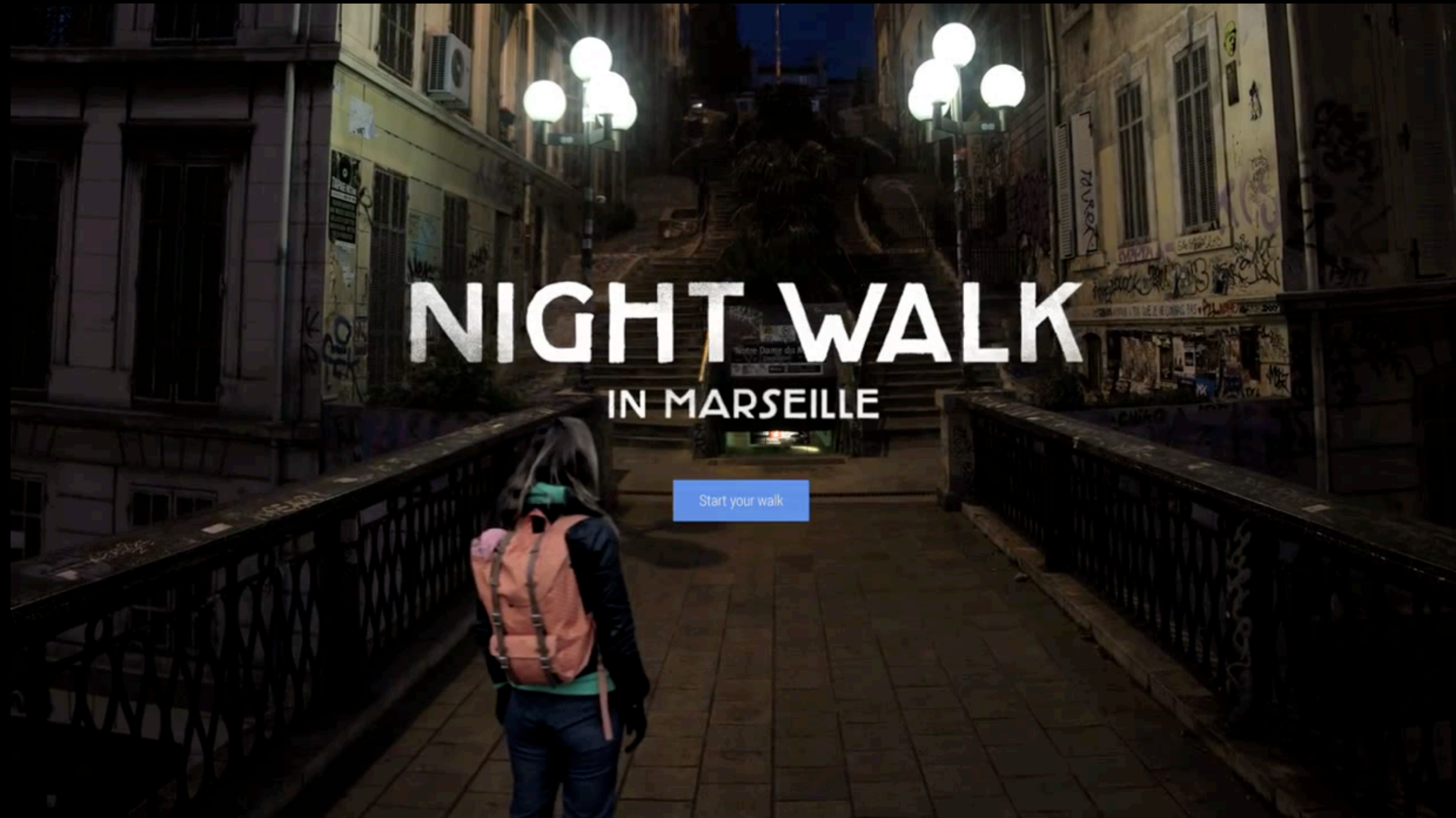
THE SILENT HISTORY

THEODORE GREENE
Evanston, CA
2011

*S*he already looked half-dead on the drive to the hospital but I wouldn't admit this until much later. I was pretty determined, I guess, to remain upbeat. In all the classes we'd taken to prepare for the birth, that was the one thing the instructor kept repeating to the point of the end: "Be calm."

The Silent History

Enabling discovery of urban environments

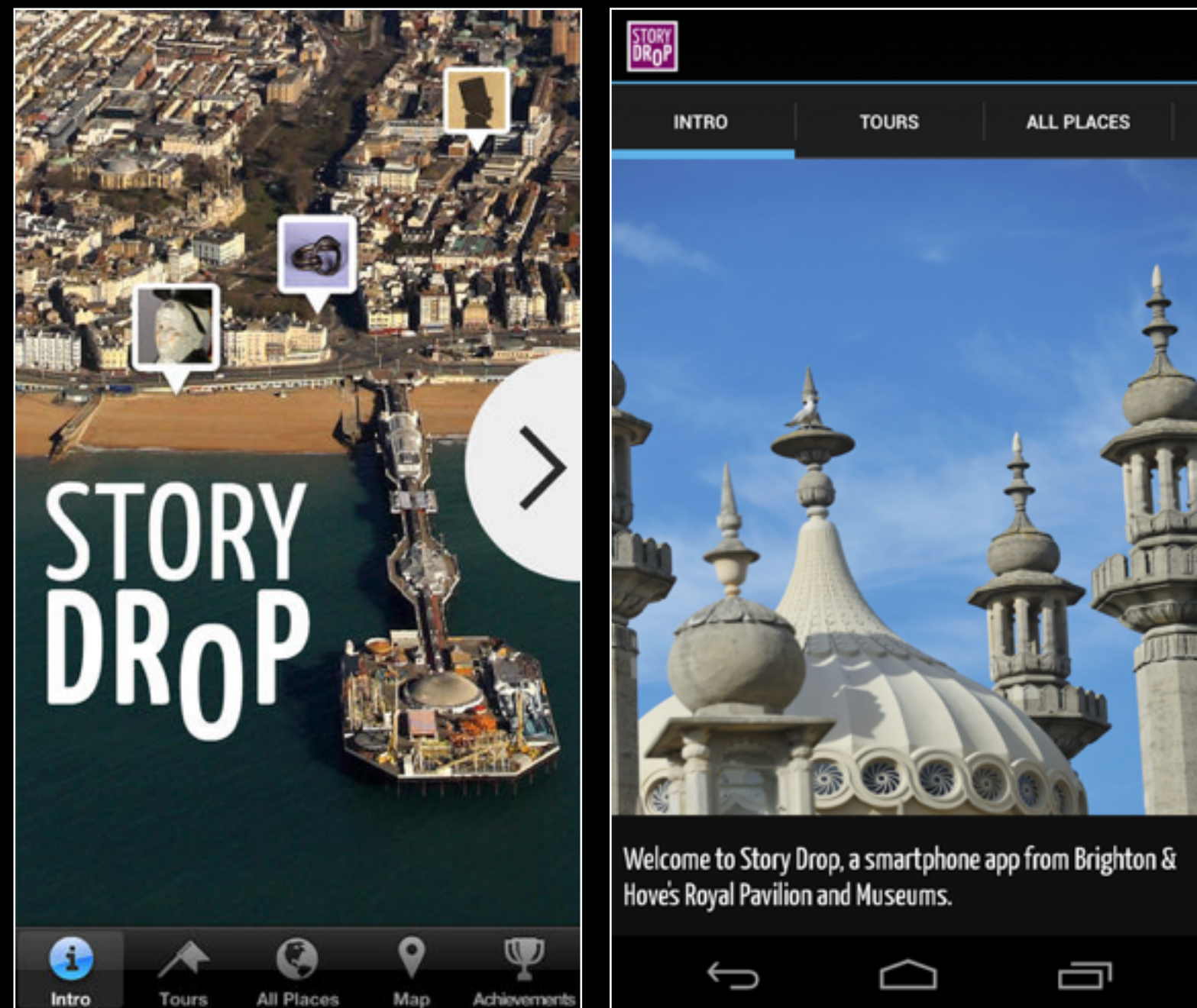


- **Content**
- **Discovery & Choice**
- **Serendipity**
- **Location-Specific**
- **Emotional connection**

**Why are museums uniquely
placed to be at the forefront?**

Building on current innovations

Extending the collection beyond museum walls



*Story Drop
Brighton Royal Pavilions*

Encouraging visitors to be creative



*Renoir Returns
Baltimore Museum*

Valuing connections outside their walls



*Loyalty & Rewards scheme
Dallas Museum of Arts*

**By using technology we can
extend the reach of museums**

Creating digital storytelling corridors in world cities



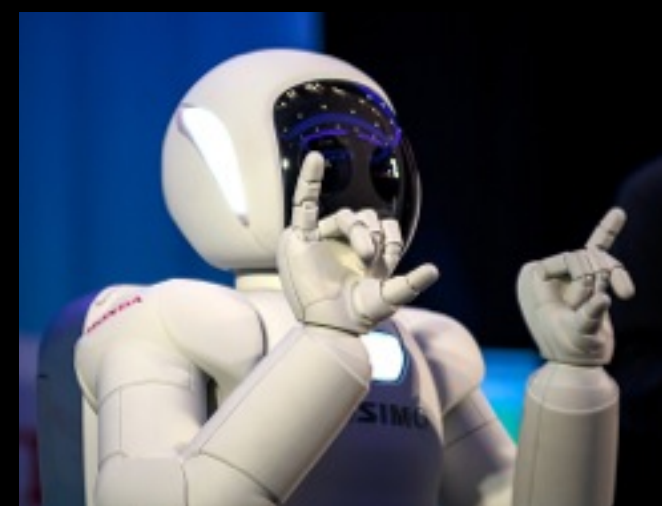
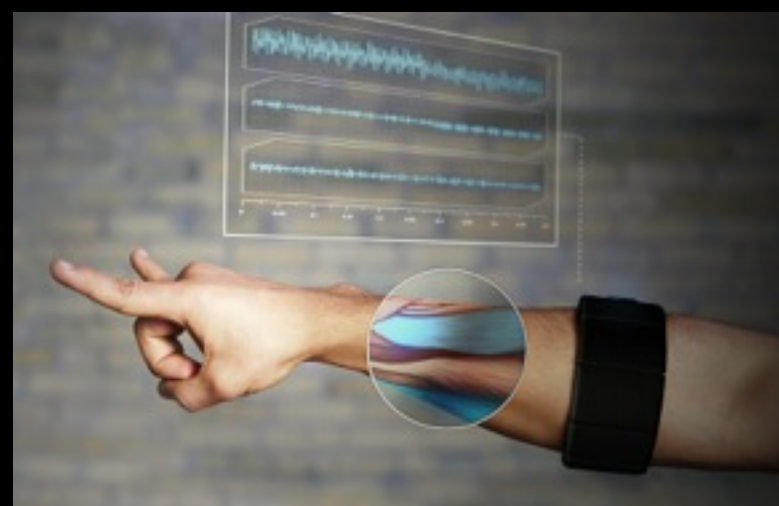
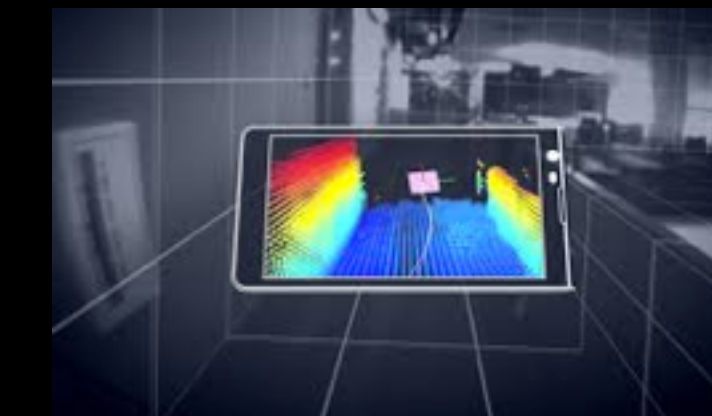
Newcastle River walk



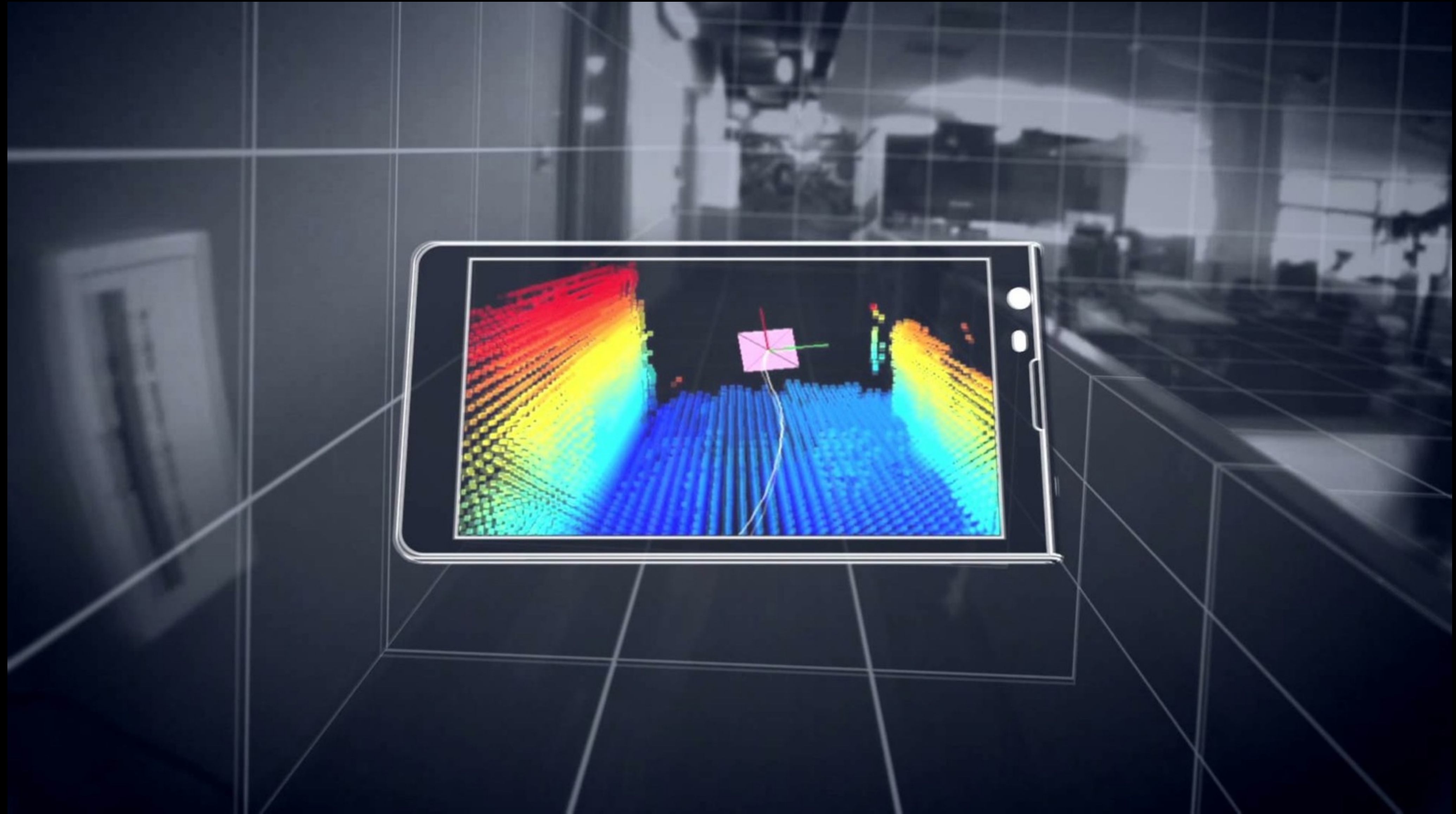
Millennium Bridge

Baltic

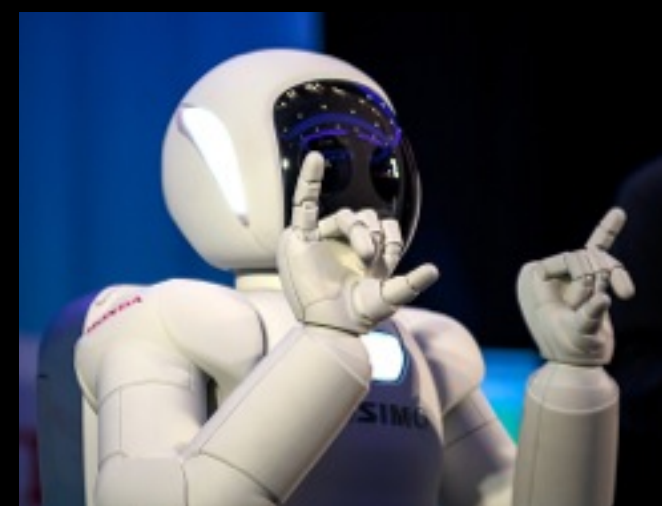
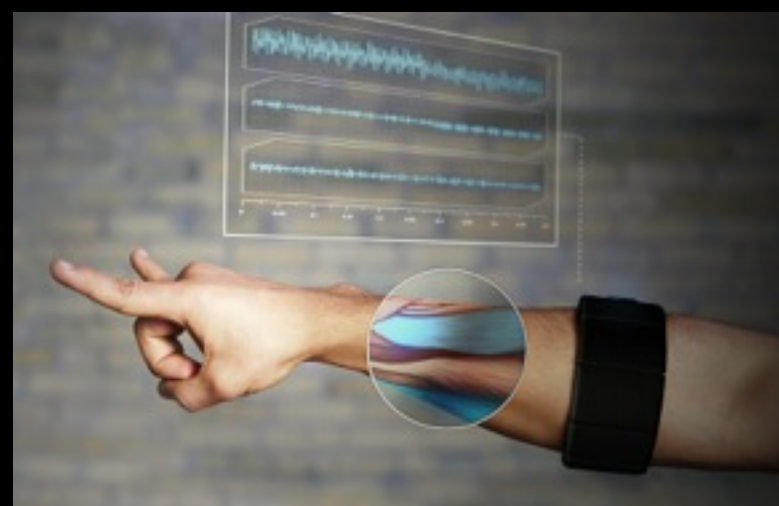
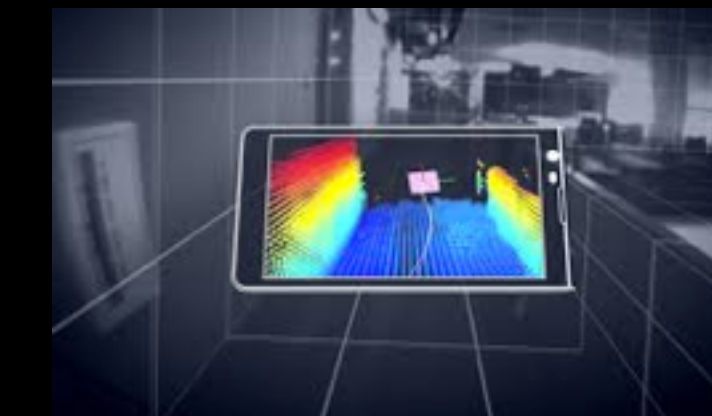
What about new technology advances?



Project Tango



What about new technology advances?







The interpretation superhighway?

Thank you

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museums and the internet

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Weitere Informationen unter:

www.mai-tagung.de



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