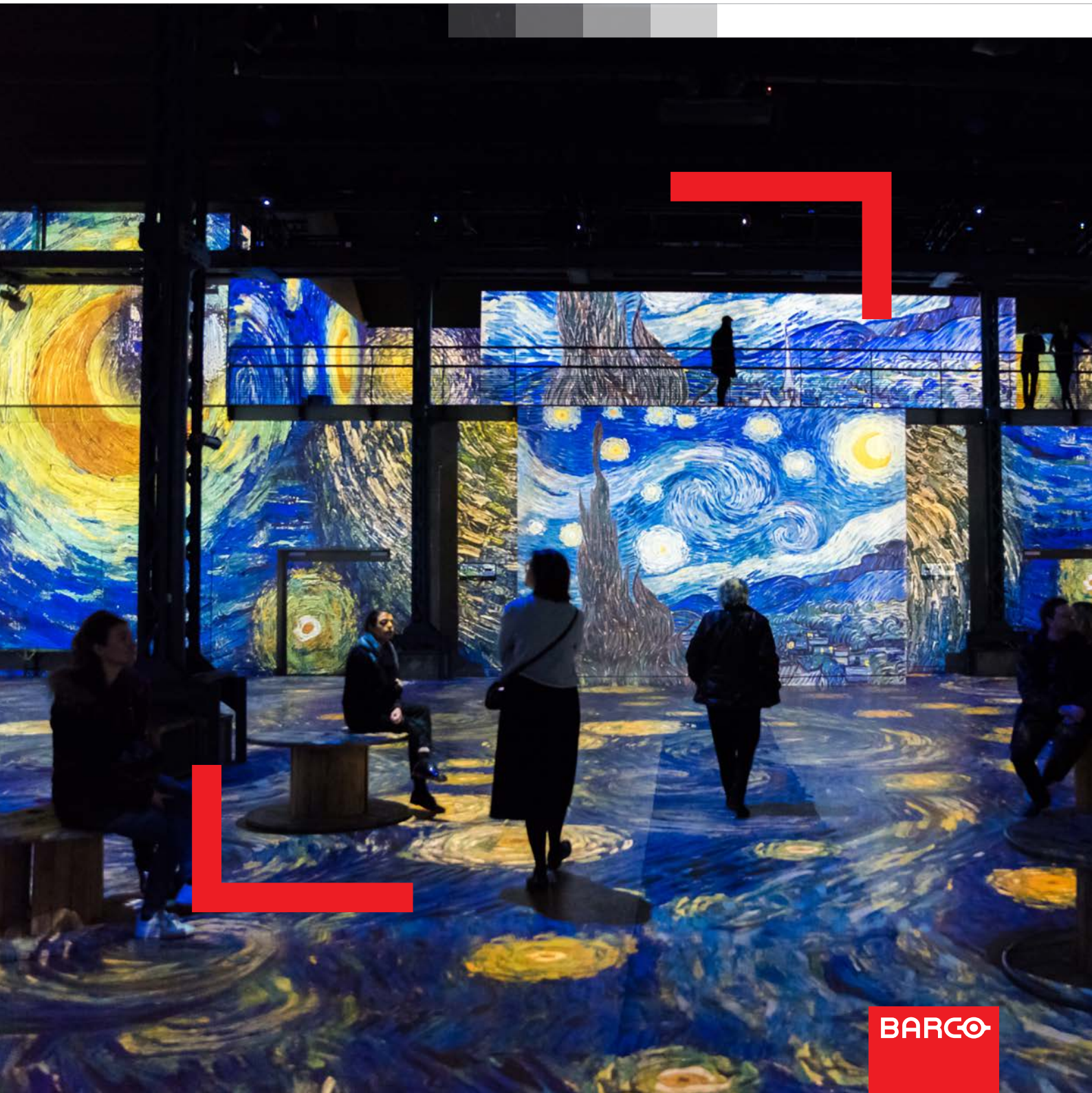


# Remarkable story-telling, lasting impact

Barco's solutions for museums





# Become part of the story

The advent of online entertainment and modern media has drastically changed the way we approach storytelling. Passive museum audiences have become a thing of the past, instead visitors want to be immersed and be part of the story. Today's museums and planetariums need to re-consider their institution as a physical extension of today's online cultural society by combining rich content with impressive visuals and interactive experiences.

## Edutainment

The goal of museums is to connect the past with the present through research and preservation, but also education. And just like in modern classroom practices, they have learned that the best way to teach visitors something new is through a fun and entertaining experience.

Instead of just reading the overwhelming overload of dull information about the Middle Ages, for example, and simply look at the artefacts in

glass cases; visitors can be virtually immersed in a medieval setting that calls upon all their senses and invites them to interact with the artefacts.

These unique engaging experiences will launch your museum as the next cultural hotspot attracting new and recurrent audiences.



Barco is a good partner for us because we both have the will to build something together. We engage with each other in order to lift the project upwards.

Augustin de Cointet de Fillain,  
Director of Art and Music Immersive Experience



## Let's get phygital!

The mix of showcasing physical objects and integrating digital elements creates the most stunning and dynamic visitor experiences.

Whether it's an entertaining video in a small theater introducing the exhibition's subject, interactive display setups to support the historical information, or a one-of-a-kind video mapping transforming the venue in an immersive art installation - visualization technology brings your narrative to life in the most creative ways.

## #musetech

Recognizing the added value of technology in your museum can only result in a success story. That is if you rely on the right solutions.

Reliable technologies that are non-intrusive generate consistent immersion and keep your guests engaged at all times.

Versatile equipment allows you to reinvent your venue in a flick of the switch and recurrently build appealing, immersive shows that also make sense financially in the long-term.

With Barco's high-performing technology and services you can create the most inspiring visitor attractions while also maximizing the potential of your venue.

# Our solutions

Barco has a long-standing leading position across the entire visualization chain with battle-proven technologies in LED, projection, image processing, etc. With our vast experience in a rich variety of market applications such as cinema, live events, visitor attractions, projection mapping and many more, we know how to enable you to create stunning experiences in a consistent and dynamic way to attract new and recurrent large audiences to your museum.

## PROJECTION

With a wide range of brightness and **outstanding color accuracy**, our projectors always deliver your content the way you intended to, from small white screens to impressive domes. Thanks to their standardized interface, set-up and configuration are child's play.



- From simple to complex. There's a Barco projector for every project.
- Superb images that speak with crisp contrast and exceptional colors
- Low projector noise and flexible product designs to perfectly blend in every environment
- Built-in processing that enables zero-stress blending and warping

## VIDEO WALLS

The Barco LED and LCD video walls offer the **best viewing experience** under all conditions. They excel in reliability, maximizing the satisfaction of not only your visitors, but also your operating crew. A worry-free process for everyone involved.



- Space-saving design that facilitates endless installation flexibility
- Optimized serviceability processes and automated calibration systems for ultimate ease-of-use
- The best viewing experience even in full daylight

## SCREEN MANAGEMENT

Our presentation switchers – the **most advanced video processing** and presentation control systems on the market today – support a wide variety of show configurations. Their **modular and flexible architecture** further future-proofs your investment.



- Uncompressed real-time processing with market leading lowest latency
- Total peace-of-mind with improved uptime and efficient monitoring
- Cutting-edge scaling capabilities ensure pixel-perfect results on all your displays
- Future-proof modular platform with growing features

Get your story told. Go to [www.barco.com/museum](http://www.barco.com/museum).

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