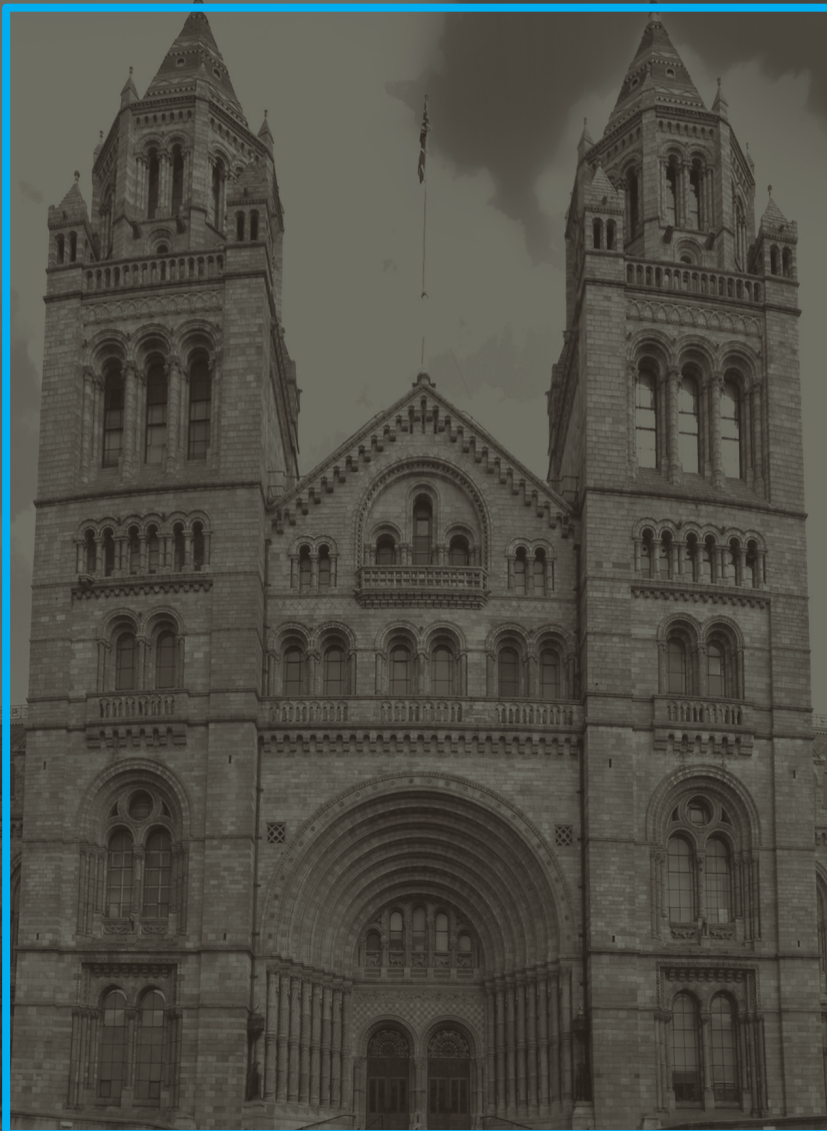


# Case Study.

## CAE helps Natural History Museum visitors find their way

With nearly 4 million visitors a year all trying to visit as many galleries and see as many exhibits as possible, as well as trying to locate public conveniences the Natural History Museum were looking for new and innovative ways to make it easier for visitors to find their way around the Museum. Working with CAE the Museum implemented a digital wayfinding solution, based on Cisco Digital Media System, in order to enhance the visitor experience at one of the United Kingdom's most iconic Museums.



### Key Facts

- One of the three leading Natural History Museums in the world
- Premier tourist and educational destination
- World leading collection of over 70 million specimens or items that have been gathered over 400 years
- 350 scientists and curators working on ground breaking research in over 60 countries
- An iconic, historic building

# Case Study.

## Natural History Museum

### CAE helps Natural History Museum visitors find their way

#### The Challenge

With so many exhibits spread over a vast area the Natural History Museum wanted to develop a digital wayfinding solution that would help visitors to experience as much of the Museum as possible. The solution had to deliver clear, consistent and dynamic signage to ensure visitors could find their way effortlessly to various galleries. The system also had to increase visitor awareness of everything the Museum has to offer from exhibitions and tours to shops and restaurants as well as provide a means to further promote the Museum brand.

Whilst there was the desire to make use of the most cutting edge technology it was crucial that this was sympathetic to the historical surroundings of the building. The Natural History Museum is a National Heritage listed building and must be treated with care and respect.

To meet all these challenges and realise the wide range of potential benefits and brand considerations the Museum required a partner that would understand the Museums vision and work to ensure it was delivered.

CAE stood out as a potential supplier being the first Cisco partner globally to be authorised to deliver Digital Media System and supported this with a track record of successfully delivering projects that incorporate all service elements from design through to support.

“Digital Wayfinding and improving the ease with which visitors can move around the Museum is an important part of our Visitor Offer Strategy. The system needed to provide new, dynamic ways for the Museum to communicate with our visitors. CAE understood very well what we needed and provided the right solution” Machel Bogues, Project Director, Natural History Museum.

#### The Solution

Due to the complex nature of the solution, CAE and The Natural History Museum worked closely on pre-sales, implementation and post sales stages of the project. This process meant a true partnership developed that delivered the best possible results.

**Scope and design:** The foresight of the Museum needed to be matched by enthusiasm and expertise from the outset, which CAE was delighted to provide.

From the initial requirement the CAE team worked through a comprehensive workshop process with all the key Museum stakeholders in the project including Marketing, Interactive Media, Special Effects, Museum Services and IT departments.

The result was a comprehensive scope that was converted into a detailed design which underpinned the project.

#### Important considerations:

- Improve visitor flow and experience by replacing traditional methods
- Provide quick information to visitor frequently asked questions
- Maximise the uptake of daily Museum activities
- Integrate and be sympathetic to the building heritage
- Ease of use and integration into existing infrastructure
- Flexibility of content delivery for the long term

#### Services delivered:

- Design and scope
- Readiness assessment audit (Media, QoS, LAN)
- Project and relationship management
- Site surveys
- Physical implementation and mounting
- Fully documented installation
- API Customisation
- Training
- Network Maintenance

**Demonstration and Trial:** Given the innovative technology to be used it was important that all those involved could get to see firsthand how digital content is deployed across a site. The trial period included on site equipment and resource and represented a particularly useful stage of the project. That posed significant questions which could then be addressed before committing to a precise course of action.

**Readiness:** The storage and delivery of media adds a whole new dimension to most IT infrastructures that requires meticulous planning. A network readiness assessment examined the suitability of the local area environment including the appropriateness of quality of service policies and the prioritising of video and rich media.

A digital signage site survey was completed to ensure the suitable size, positioning and location of each screen throughout the Museum.

**Implementation:** All screens and media players were installed into the Museum using custom built aluminium protective cases. This secured each location and ensured the aesthetics were maintained.

A phased project plan meant that backend content management was immediately available for the installed system.

**Technical support:** In addition to reactive maintenance and helpdesk functions CAE worked closely with the Museum on the intricacies of managing content. This extended beyond seamless delivery from an IT perspective into training for personnel from different departments so that the whole system felt intuitive.

## It works

With the latest technology the Natural History Museum has a digital wayfinding solution that will enhance every visitor's experience. Underpinned by the Cisco Digital Media System platform it will continue to provide the foundation for not only signage but also for immediate commercial opportunities and a range of future possibilities allowing the Museum to communicate with visitors anywhere within the ever popular Natural History Museum.

A senior representative from CAE enthused, "it is always a wonderful opportunity to be able to work with a unique organisation that looks at future challenges and is willing to meet them head on with innovative technology solutions."

Natural History Museum commented "CAE having understood our vision worked tirelessly to help us deliver. It is always a pleasure and refreshing to work with a company that puts its energy and expertise into making your vision a reality. "

## Technology deployed:

- Cisco Digital Media Manager
- Cisco Media convergence server
- Cisco Digital signage module
- 20 Cisco Digital media players (4400G)
- 18 Cisco 40" LCD Professional Displays
- 1 NEC 57" LCD Public Display
- 1 NEC 65" LCD Public Display
- Anodised aluminium protective cases

## Benefits:

- Ability to guide and influence visitor traffic flows
- Ability to deliver time dependant information to visitors
- Reinforcement of the iconic brand and communication strategy of the Museum
- Availability of secure remote access to key systems for both designers and technical staff.
- Long term platform for future media delivery

## **About CAE Technology Services**

CAE is a leading IT value added reseller offering a unique combination of solutions and services in all core infrastructure areas, including networking, data centre, virtualisation and client. Recognised by industry awards and as one the best companies to work for by the Sunday Times, CAE has a demonstrable track record of technical excellence and outstanding customer service.

Our knowledge. Your business.

**It works.**