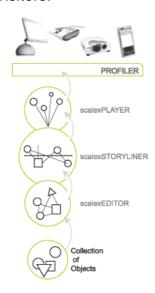# SCALEX Pressrelease

S C A L A B L E   E X H I B I T I O N   S E R V E R

SCALEX is an application server for the publishing of digital content in exhibitions, museums and educational institutions. With SCALEX museums shall prepare and realise adaptive, knowledge based exhibitions and exhibition components for use in place and online. The Vision of SCALEX is to prepare and present digital content for museums for different visitor groups. Children will be presented different content then domain experts or experienced museum visitors.

SCALEX shall be an easy-to-use toolbox for museums and exhibitions makers. It allows to add digital media to traditional exhibition objects or to produce entirely digital exhibitions. The digital exhibitions or exhibition components realise the interactive possibilities of digital media and provide an exhibition experience suited to visitors used to contemporary digital media. SCALEX displays synchronised media on visual, acoustical and interactive devices in exhibition premises. This leads to a completely new exhibition experience that is specifically adapted to the visitor. The media are part of multidimensional knowledge spaces. These knowledge spaces are either shown visually or will influence the user interaction with a digital object. Visitors and guides have the possibility to interact with a specified set of the information objects. Via rules the information-display is dynamically controlled by this interaction. The backend architecture allows to specify these rules and to select the objects and classes of objects that are displayed.

The evaluation of the SCALEX project is done during the public presentation of model exhibitions that are held at well know museums.

Model Exhibition 1

The first Model Exhibition was presented at the Technical Museum Vienna in December 2003 and Jannuary 2004. The topic of the exhibition was "Panorama". A digital panorama of Vienna, taken at 1860 from the tower of St. Stephens Cathedral by Josef Petzval, was presented and could be compared with a panorama taken 2003 from the same place. In addition to that some real objects related to the topic were presented. These included the original camera that was used to take the 1860 panorama, a relief plan from Vienna from the year 1859 and several other objects. Via an interactive interface it was possible to get information about several selected points of interest (buildings, parks, places and so on) within Vienna. The information was adapted to the visitors interests and needs. Figure 1 shows the interactive interface that was presented to the visitors. In the upper part presents the panoramic views and the lower part shows the information presented to the visitor.

Figure 1: Panoramas taken in 1860 und 2003 with information to the Vienna Town Hall

Additional information to the real exhibition objects could be visualized with the help of PDA's (Personal Digital Assistant) (see Figure 2).

Figure 2: PDA's with additional information to the real exhibition objects

Model Exhibition 2

The second Model Exhibition will be presented to visitors during April 2004 at the Center for Art and Media, ZKM, in Karlsruhe. The main topic will also be "Panorama". In the case of the ZKM this is especially around several panoramic installations from different artists. Some of the installations can be found at the ZKM. In addition to that the visitors will have the possibility to also explore installations that are not physically presented during the exhibition. The focus of the exhibition is placed on the mobile devices that can be used by the visitors to explore the real and virtual exhibition space presented to them. Figure 3 shows the interface on the mobile devices that will be used during Model Exhibition 2.

**Figure 3: Interface on the PDA for the
second Model Exhibition**

Summary

SCALEX is an easy to use toolbox for museums and companies that deal with the creation of digital content. With SCALEX it is possible to combine digital content, as for example texts, images, videos and audios, with real exhibition objects. In addition to that SCALEX also supports the creation of purely virtual exhibitions. The presentation of the digital media is directly coupled to the

interests of the specific visitor. Exhibitions that are enhanced with digital media open up new interaction possibilities and thereby offer the visitors a completely new experience during exhibition visits.

With the help of SCALEX museums can realize adaptive, knowledge based exhibitions that use the possibilities of the digital world.

The goals during the development of SCALEX were:
- Offer museums an easy to use and affordable toolbox for the creation of digitally enhanced exhibitions to attract more and new visitors.
- Adapt digital media to the needs and base knowledge of different visitor groups and thereby leading to a completely new and exiting exhibition experience.
- Support the reuse and exchange of digital exhibition content between museums.

The use of SCALEX is not strictly limited to museums. It is useful wherever the goal is to present information that is adapted to the viewers needs. This includes Fairs, Visitor Information Systems and many more.

The R&D Project is supported by the EC within the 5. framework program (IST – Information Society Technologies). The project is carried out with 11 partner institutions from 5 different countries and is coordinated by the department of Information-Design at the University of Applied Sciences FH Joanneum, Graz, Austria.

Further Information

Further Information can be found at the official SCALEX Website under http://www.scalex.info or directly form the Projectcoordinator:
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