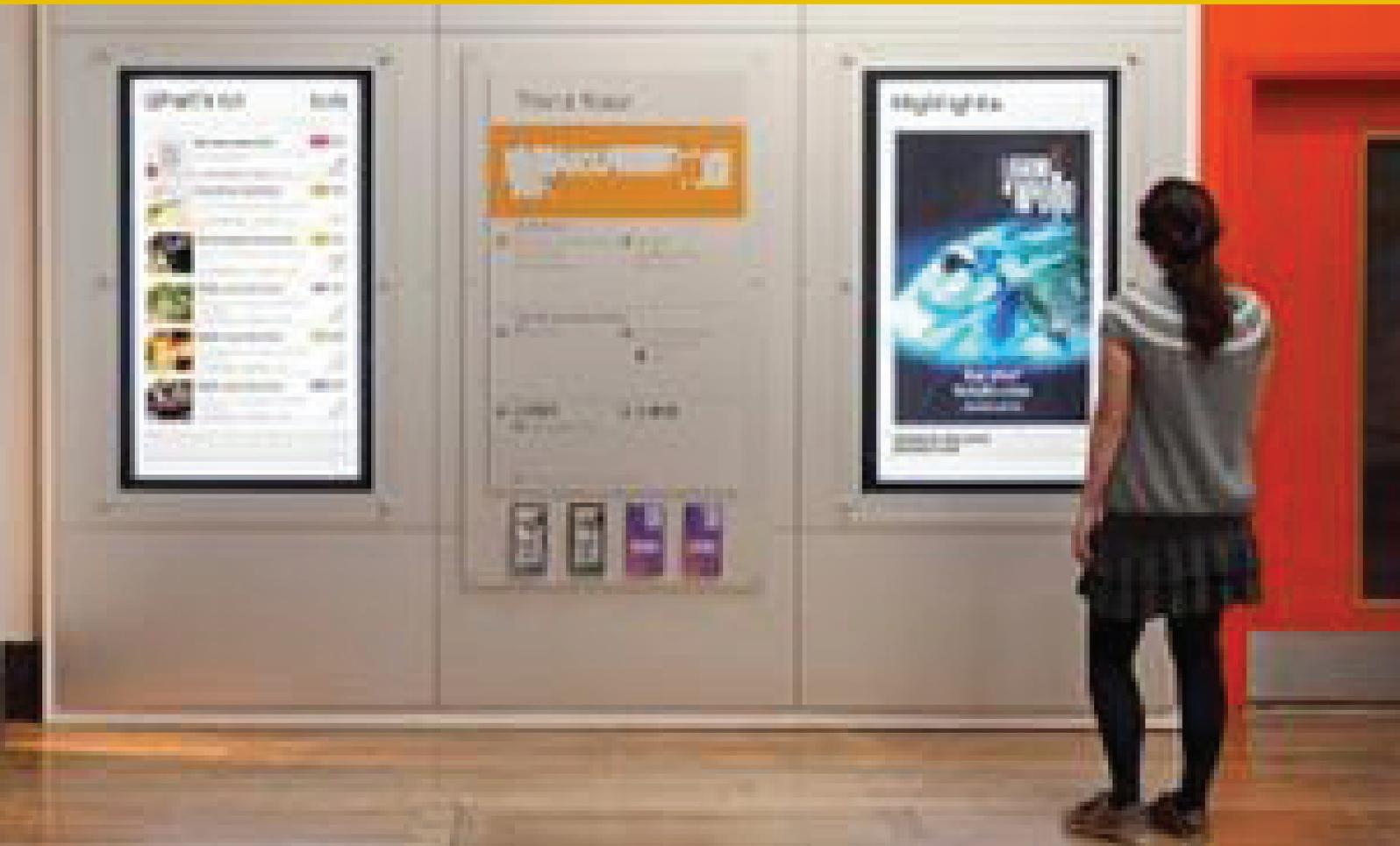


Case study: Leisure

**Science Museum chooses ONELAN
to enhance visitor experience**



Case Study: The Science Museum, London

The Science Museum was founded in 1857 as part of the South Kensington Museum, and gained independence in 1909. Today the Museum is world renowned for its historic collections, awe-inspiring galleries and inspirational exhibitions. The Science Museum wanted to replace their existing signage with a solution that could be integrated with their CMS system and website. The objective for the digital signage content was to create information points that were clear and understandable for visitors of all ages, and enhance the visitor experience.

Project Objectives

The Science Museum had over time acquired about twenty bespoke independent signage systems. The objective was to streamline the signage with a solution that was flexible and had enough functionality for their requirements. Digital signage from ONELAN was chosen as it fulfilled these criteria and also offered the scope to support Touch at a future date.

SCIENCE
MUSEUM





What is installed?

ONELAN digital signage has been installed throughout the Science Museum. There are Wayfinding screens at key points for example at the top of stairs, and also screens showing exhibit specific videos and information.

Fifty four ONELAN millennium Net-Top-Boxes (NTBs) and ONELAN Century NTBs are installed throughout The Science Museum, driving portrait and landscape screens to give a flexible automated system. The NTBs are monitored remotely and supported by Onemedia Services.

The solution created by ICO Design is a robust front-end display engine that is integrated with the museum's website content management system and that shows different information depending on where the screen is located within the building. Content is therefore updated dynamically; updates on The Science Museum's CMS are automatically updated on the relevant digital signage.

Content is displayed within a template that allows the functionality to be easily edited by the museum's in-house team. A simpler version of the template was also developed for showing promotional content on adjacent screens. Signage content is also updated locally e.g. when there is an evening event.

End user feedback

“ We are really impressed with the capabilities of the ONELAN system and have found it to be powerful and very reliable. The Science Museum currently has 54 ONELAN NTBs showing exhibition video content, dynamic 'What's on' displays linked with our CMS, and promotional trailers. We make full use of many of the advanced features and find the system to be very flexible. ”

**Jo Saull,
The Science Museum**

For further details

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