

Indianapolis Museum of Art and Scala InfoChannel Guide the Way to Inform Museum Visitors

INDIANAPOLIS, IN – When the Indianapolis Museum of Art contacted Digital AV about Scala InfoChannel® software, the Indiana based digital signage company knew it was in for an interesting artistic journey.

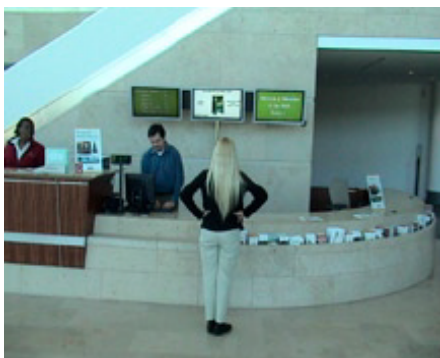


IMA had a vision for a dynamic visual greeting system for visitors and guests

Part of the \$220 million expansion program under development at IMA included the vision for a dynamic visual greeting system for visitors and guests as they entered the new Glass Rotunda at the front of the Museum. The entrance was designed with exposed structural steel framework and a glass curtain wall

system creating a large, open environment to welcome visitors. The problem was, the beautiful open area left visitors without a focal point of direction and, considering potential visitor counts in thousands for key events, IMA staff knew they had to pull the minds eye of the visitors to a central point of key information.

Enter Mike Prusa, Manager of IMA Ticketing and Visitors Division, who had seen digital signage used in other large museums throughout the country and knew it was exactly what the entrance needed to help guide their guests to the wide range of museum locations.



The Scala InfoChannel software recommended was able to drive the three independent monitors with Scala's robust InfoChannel platform. The computer driven images would be playing in constant rotation but independently controlled by an external server in a remote location. Information displayed includes museum ticket prices, upcoming museum events and exhibits, various museum attractions and other important location information.

Content independently controlled by an external server in a remote location

With InfoChannel, the museum would alleviate the need to replace constantly changing wall hangings, posters or looping videotapes within the beautiful new space. After presentations to the entire IMA senior staff, and budget approval, the project was released.

The IMA's challenge was to quickly and efficiently help their guests to a destination decision and to guide them there after the ticket purchase. "We think the Digital Signage System answers both of those challenges with a high quality, high technology solution", said Johnson. "It has had to already pay for itself with speed to destination efficiencies."

The project was finished in just 90 days and now curators can show a wealth of IMA information through scheduled multimedia playback on the low profile screens instead of having to cover walls with bulletin boards or worry about replacing degrading or outdated CD's and cassettes.

The Scala InfoChannel display system now shows content that can be updated remotely to run 24 hours a day, 7 days a week. Content is changed by periodic or exact schedule, so the museum staff can easily adjust to the expected audience depending on the season or even the time of day.



The main admissions desk signage includes the 3 high-resolution Commercial 32" LCD screens that show information about the latest museum exhibits with options to grow the network. The ticket counter proved to be the perfect place to educate visitors about ongoing exhibits as well as daily events, and it is continuously updated behind the cashier. IMA staff has expressed high satisfaction with the new system.

The screens can also all be tied into the same Scala InfoChannel electronic signage system and administered centrally by InfoChannel Network Manager in the museum's control room. Creative work and textual updates are also conceived in the same room via Scala's InfoChannel Designer. When published, changes can either be seen instantly or scheduled to appear later throughout the building.

The high-resolution images are transmitted over the IMA Local Area Network (LAN) and can be dispatched anywhere in the buildings. The changing exhibits area was designed with the future in mind for transmitting computer graphics, video and audio to produce a truly interactive exhibit space.