

News

EU project within the South Baltic Programme



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BalticMuseums 2.0: Joint development of cross-border tourism information products by South Baltic oceanographic museums



JOINT ONLINE PLATFORM IS TAKING SHAPE

From the 30th of September until the 3rd of October the next project meeting took place in Gdynia, hosted by the Gdynia Aquarium. Wojciech Pelczarski Ph. D., Deputy Director for Scientific Affairs of the Sea Fisheries Institute Gdynia, welcomed the guests. He highlighted the long-lasting relationship with some of the museums. Many years ago, he himself for example had travelled with a box of horseshoe crabs from Gdynia to the museum in Stralsund (surprising the customs officials with presenting them as real sea monsters).

The first day of the meeting was dedicated to the joint online information platform. The team of the University of Szczecin had prepared an in-depth analysis of the museums' current websites. This technical and content-related evaluation will be a basis for the new online portal. The representatives of the four museums rated in the workshop that followed the importance of different elements of the concept. „It is essential to focus on the cooperation of the four museums“, confirms Maurycy Rzeźniczak, Manager of Gdynia Aquarium. This shall be the main idea of the platform.

Moreover multilingualism is another key point for the portal. A sophisticated system to operate several language versions shall be in place, making use of the partners' languages represented in the project. The system shall be able to manage the translation process involving all the partners. Most foreign visitors come from the Baltic Sea region to these museums.

continued on page 2

TOPICS

RFID Technology

Various technical solutions for the multimedia guidance system are available. Will RFID be the technology of choice?

Read more on page

2

Partner presentation

Get to know the partner in Gdynia, Poland and host of the latest project meeting: the Gdynia Aquarium.

Read more on page

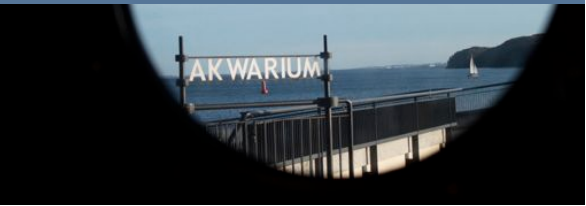
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The project is part-financed by the European Union within the South Baltic Cross-border Co-operation Programme (www.southbaltic.eu).



Project meeting in Gdynia

Participants of the BalticMuseums 2.0 project in Gdynia



continued

Additionally, solutions for the Online Ticketing System were discussed based on an analysis of the Stralsund University of Applied Sciences. This does not only comprise technical issues but also affects the processes and the marketing activities of the museums.

The critical points, e.g. common payment systems, were discussed and with the input given by the museums, possible solutions will be further examined. Even mobile solutions with 2D barcodes were considered. To skip the line in front of the museum you could purchase the ticket with your mobile phone and receive a barcode MMS, which replaces the ticket at the entrance.

Finally, the group studied possibilities of RFID technology and other technical options for a multimedia guidance system. The small size of an RFID tag compared to its capacity and robustness impressed the participants.

This will be looked at in more detail in the coming months.



Jakub Swacha (University of Szczecin) presenting ideas for the online platform

Scientific partners discuss platform

In September the team from Stralsund University of Applied Sciences and from University of Szczecin met in Poland. The team of Prof. Dr. Zygmunt Drażek in Szczecin had made a detailed analysis and developed a strategy for the joint online platform - from a technical but also from a content perspective. Final conceptual developments will be carried out with the input gathered during the project meeting with all partners in Gdynia.



Prof. Dr. Michael Klotz visits Prof. Dr. Zygmunt Drażek and his team

Calendar & Infos

- 1 Long, silver gift for Gdynia**
 During the project meeting the Museum of the World Ocean offered a Bonytongue as a gift to Gdynia Aquarium. A sturgeon will accompany it. In return the museum will receive some wonderful corals from Gdynia. Now legal requirements have to be checked before these presents can start their journey.



- 2 Next project meeting**
 In February 2010 the next meeting will take place in Kaliningrad, hosted by the Museum of the World Ocean.
 > world-ocean.ru



Students support project



Diana Gilka, 22, studies in Szczecin and Wismar the bi-national course business informatics, thus being fluent in Polish and German. Diana knows the museums websites in details, having worked on the analysis of the current status. She has just started her Master degree in Wismar.



Andreas Ahlfeldt, 34, studies in Stralsund Leisure- and Tourism Management. With his specific knowledge of the tourism sector and online marketing, Andreas has helped to analyse available tools and options for the online ticketing system. He is about to finish his studies and wants to work and live in the Baltic Sea region, and maybe start his own business in the future.



Karol Buchowiecki, 22 studies at the Faculty of Economics and Management of the University in his hometown Szczecin to become an Engineer of Internet. Karol supports the programming of the online platform of the museums. He wants to continue his studies to become a Master of IT.

How do these students envision the museum of the future?

The opinions range from purely virtual museums, museums via 3D TV to interactive and simple set-ups. The need to become marketing minded organisations is emphasised in order to create the revenue necessary to implement these interactive, technology driven tools. But all agree: the museums will play an important part of our culture, education and society - also in the future.

RFID Technology – a tool to realize the multimedia visitor guidance system



Konstantinos Konstantinidis presenting RFID technology at the project meeting

The 21-year-old studies Logistics and Supply Chain Management in Greece. Currently he is writing his thesis in Stralsund, after his studies he plans to work somewhere in Europe.

The **Radio Frequency Identification** or short RFID technology is working somehow like RADAR systems. It helps us to detect the exact position of some objects. To make it clear, imagine your mobile phone. It has an intergraded antenna while at the same time it is a scanner. Its scanning for high frequency waves. These waves are coming from our mobile provider and that's how we have a signal. Just like this, the RFID technology uses radio-waves to transfer information between a tag and a scanner.

We are standing with our RFID-scanner in front of an RFID tag. Our scanner receives a signal from the tag and we have the information we want. Finally, the scanner sends that information to our host computer, from where the device gets e.g. texts, pictures or other data connected to this specific RFID tag. The main advantages of this technology are the extremely low-rate reading errors, we can read many tags at the same time and of course the fact that we don't need a direct scan with our object!

How can that be used for a museum? For example when a visitor enters a museum he will receive an RFID-scanner that can be part of a hand-held or just a card that corresponds with the visitor's mobile phone. The system will enable the visitor to receive information about the exhibit he is looking at in any language chosen on his device. Also, the visitor can have an online connection, so he can save some pictures to his online album or he can sent an e-mail to a friend about an exhibit. *Konstantinos Konstantinidis*



**GDYNIA
AQUARIUM**



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Team of Gdynia Aquarium during meeting

Museum Gdynia Aquarium (Sea Fisheries Institute)

Poland

The Gdynia Aquarium is a marine education facility, which fulfils the mission of the museum to inspire a passion for the natural world. It offers the largest collection of aquatic animals in Poland. The permanent exhibition and educational activity including i.e. laboratory and field workshops, multimedia presentations and lectures, educational sea cruises etc. are designed to help visitors to experience scientific discovery. The Gdynia Aquarium is part of The Sea Fisheries Institute in Gdynia. The institute is the oldest marine and fisheries research institution in Poland. It was established in 1921.

The Aquarium is one of the most popular tourist attractions in the ThreeCity region. In 2007 it was visited by nearly 500 000 visitors and over 23 000 school children and youngsters from the whole country participated in the Gdynia Aquarium's marine educational program.

The collection consists of more than 1500 animals representing about 180 species from various world regions.

Visitors of the Aquarium can observe an amazing coral reef with a large variety of colourful fish such as the seahorses and the lionfish.

The Aquarium is very proud of its moray collection. Two black tip reef sharks and the green turtle in one tank are another attraction of the museum. The touch and feel pond with flounders and round gobies usually gives the people, especially children, lot of fun and excitement.

<http://www.akwarium.gdynia.pl>

BM 2.0 Newsletter

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