

# News

EU project within the South Baltic Programme



Newsletter, Nr. 2/2010

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



Part-financed by the European Union (European Regional Development Fund)



## eGUIDE DEMO TOUR REALIZED IN LITHUANIAN SEA MUSEUM

During the recent project meeting of the BalticMuseums 2.0 project in Klaipeda, Lithuania, the partners could explore the Lithuanian Sea Museum with an eGuide. Steffen Ritschel, Christina Wegner and Andreas Ahlfeldt of Stralsund University of Applied Sciences had prepared this prototype. The device contained a showcase for combining navigation technology and RFID or Near Field Communication (NFC) tags in the museum for guiding the visitors and providing them with additional multi-media and multi-lingual content. A profound analysis of needs and technical options had been conducted by the Stralsund Information Management Team in preparation of the Klaipeda meeting. Project manager Steffen Ritschel emphasised the importance of balancing information and entertainment elements. The tour inspired the whole project team and demonstrated the various opportunities given by this technological solution. While walking in outdoor exhibitions a route is given on the system, the screen automatically shows additional multi-media information if an object of interest gets close to the visitor. In several languages text explanation is given. „We have to be able to change the content of the eGuide easily in-house“, claims Jens Oulwiger, Marketing Manager of the Ozeaneum in Stralsund. Now the team will concentrate on the development of a prototype for indoor navigation in Gdynia Aquarium. Indoor navigation raises specific challenges for oceanographic museums as huge water tanks, thick walls, and multi-floor exhibitions

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The project is part-financed by the European Union within the South Baltic Cross-border Co-operation Programme

## TOPICS

### Online platform in autumn

In October the joint online platform will be released. The content management system was presented during the recent meeting in Klaipeda.

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### Partner presentation

Get to know our partner in Klaipeda, Lithuania, and host of the latest project meeting: the Lithuanian Sea Museum.

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# Online Platform in autumn 2010



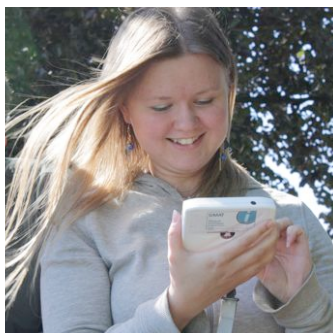
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impact technical solutions. The museum in Gdynia is the only one of the partners having a pure indoor exhibition.

All partners agreed in the latest meeting in Klaipeda June 14th to 16th on the final release date for their joint web presentation. As from October 1st tourists will be provided with an online portal in five languages. The team from the University of Szczecin presented the working content management system and did a first introduction for the editors. In due time in-depth trainings will take place at all museum partner locations. After entering all content in the respective native language and translating it to English the main benefit of the cooperation will show its effect: the museums will translate all texts of their partners into their native language. Thus all partners will provide their information to the (international) tourists in English, German, Polish, Lithuanian and Russian. The

content system is very easy to use, confirms Karol Buchowiecki, presenting the editor's backend panel. As an additional attraction the kids section was further expanded in several languages. Kids in the South Baltic region will from October onwards be able to compete on their knowledge about facts around the sea. Playfully kids discover facts about the sea and can test themselves in a quiz. The TOP 5 are always displayed in each website as a cross-border contest. Additionally games like memory or colouring pictures will be fun to prepare the next museum visit.

In the workshop a solution was defined to integrate an online ticketing system in this platform despite many local issues and restrictions. Local systems and requirements were analysed revealing a very different initial situation in the museums for the introduction of an online ticketing system. However, finally a common option was discovered and is now further worked on.



*Left:* Elizabeth Velmyakina is enthusiastic about the eGuide device

*Middle:* The project team in front of the Lithuanian Sea Museum

*Right:* Christina Wegner ready to start the eGuide tour in Klaipeda

## Tour by eGuide in Stralsund

Next to the tour available in Lithuania, also in Stralsund the eGuide prototype can be tested. This tour developed at Stralsund University of Applied Sciences was first presented in May. Together with Carsten Pescht, Head of Online Marketing & Market



Research of the Tourism Association Mecklenburg Vorpommern and member of the project's advisory board, the Stralsund team tested the short demo-tour on the campus of the university. To arrange a demonstration of the prototype of the eGuide at Stralsund University of Applied Sciences please contact Christina Wegner at:

christina.wegner@simat.fh-stralsund.de

## Calendar & Infos

- 1 **Project presented in Lithuania**  
Representatives of the Lithuanian Sea Museum presented the BalticMuseums 2.0 project in a seminar by the Education Exchanges Support Foundation in Panevezys Region Municipality.
- 2 **Presentation at conferences in Stralsund and Rostock**  
The Stralsund Information Management Team presented the BalticMuseums 2.0 project during the 8th Stralsund Convention for successful partnerships (STeP) on the 26th of May 2010 and end of June at a forum for researchers in Rostock.
- 3 **Next project meeting**  
The next project meeting will take place October, hosted by the University of Szczecin. > [www.us.szc.pl/uk/](http://www.us.szc.pl/uk/)



**Inter-project cooperation:** The BalticMuseums 2.0 project is in close contact with the colleagues of the SEASIDE project to define additional potential for sharing experience and knowledge.

## SeaSide – Developing excellent cultural destinations in the Southern Baltic area

SeaSide sensibly aims at emphasizing and utilizing the great potential of the common Maritime Cultural Heritage of the South Baltic and binding the regions of the South Baltic together in order to build up one common identity. Thirteen partners of municipalities, tourist offices of different cities/ regions and maritime museums are working on the realisation of the project's objective. As to reach the project's overall objective several activities will be implemented.



### Common Travelling Exhibition "1Sea – 4Stories"

Four museum partners of the project - Maritime Museum Rostock, the Polish Maritime Museum, the Swedish Naval Museum and the Lithuanian Sea Museum - collaborate for setting up an exhibition, which is one of a kind. The common travelling exhibition "1 Sea – 4 Stories" will impressively present the four stories of Maritime Cultural Heritage in a common frame not only to characterize the common identity of the South Baltic area, but also to revive and awaken the interest of the different history.

### Maritime Sailing Events

The working group on traditional sailing partners already established two maritime event projects as attractor for existing maritime events, such as the Haikutter Regatta (a race event of historical ships) and the Harbour Symphony (a melodic arrangement of historical ship-typhons, bells of city churches and musicians). Both have been firstly successfully performed in 2009. In the future they will annually take place in the Baltic Sail countries.

### Tourist products and Maritime Atlas

Lately, the tourism partners, city partners and museum partners are working on the development of new internationalized maritime tourism destinations within the South Baltic area by creating target group-oriented tourist products and well-matched marketing strategies. The "Maritime Heritage Atlas" will be created as internet software published by the end of 2010 and will promote the Maritime Cultural Heritage as treasures of the South Baltic area.

Further information about the project can be found on the project website [www.baltic-seaside.com](http://www.baltic-seaside.com).

### Contact Details

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### Ozeaneum is European Museum of the Year

The Ozeaneum, branch of the German Oceanographic Museum, was awarded to be the European Museum of the Year 2010! Congratulations!!! With this European award, international attention will further increase for the museum in Stralsund and hopefully attract more international tourists - thus our multi-lingual tools will perfectly support this development.

### German RFID magazine presents project

In the May issue of the German magazine "RFID im Blick" the focus topic was about the use of RFID in museums. Included is an article about the project BalticMuseums 2.0 presenting the online platform and developments for a multi-media guidance system.

### Advisory Board meeting in Lithuania

On the 28th of April 2010, the team of the Lithuanian Sea Museum led by the project manager Olga Zaliene, directress of the museum, had a meeting with the project Advisory Board members Elona Jurkeviciene, Head of Project Department of Klaipeda Municipality and Romena Savickiene, directress of Klaipeda Tourism and Culture Information Centre. The Advisory Board members were informed about the progress of the project. They discussed the experiences with a common museum pass introduced in a neighbouring Latvian region and also the possibilities to restore the ferry line between Klaipeda and Gdansk, which could serve as a beneficial marketing tool to develop the tourism sector in the South Baltic region.



## Museum Lithuanian Sea Museum

*Lithuania*

The Lithuanian Sea Museum, a unique maritime complex, established in a former 19<sup>th</sup> century fort, situated on the eastern coast of the Baltic Sea was opened in 1979. Following its mission - together we will learn to explore, enjoy and preserve our harmony with the sea – the museum presents multiform exhibitions.

Some of the various exhibitions are: The exhibition of navigation history, a modern exhibition of sea fauna and an exhibition about traditional fishing at the Lithuanian seaside and the Curonian lagoon area, as well.

The aquaria of the museum with a total capacity of 111 t host Lithuanian freshwater fish, fish from the Baltic Sea and tropical seas. The central tank houses sturgeons from the Caspian Sea Indoor and outdoor pools house penguins, Baltic Grey Seals, Eastern Atlantic Harbor Seals and Steller Sea Lions. Built in 1994, the Dolphinarium, containing the pool with the capacity of 1800 m<sup>3</sup> and depth of 5.5 m, houses Black Sea bottlenose dolphins and California Sea Lions.

Receiving up to 500 000 visitors a year, the Lithuanian Sea Museum is the most attended museum in Lithuania, which also welcomes guests from Latvia, Estonia, Kaliningrad region and other neighbouring countries.

Having established close links to partner institutions Europe-wide, the Lithuanian Sea Museum has participated in a number of international projects, fostering ocean preserving ideas and development of common wealth.

<http://www.juru.muziejus.lt/en/index.html>

## Contact this partner

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