

News

EU project within the South Baltic Programme



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

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



SUCCESSFUL COOPERATION WILL BE CONTINUED UNTIL 2013

End of September the project partners of BalticMuseums 2.0 celebrated a great success of their cooperation. The Steering Committee of the South Baltic Programme approved an additional project application of the consortium in the 5th Call for Proposals. "BalticMuseums 2.0 Plus" was chosen as one out of 10 successful projects. The ERDF co-financing amounts to 947200 Euros. With this additional project the partners will introduce an eGuide system in the participating museums within the next three years. A prototype for the eGuide is being developed in the current BalticMuseums 2.0 project and can now be realized in practice.



TOPICS

BalticMuseums 2.0 at school in Lithuania

The Lithuanian Sea Museum started its new programme "Sea Museum at Your School" at Secondary School in Klaipeda.

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Partner presentation

Get to know our partner in Szczecin, Poland, and host of the latest project meeting: the University of Szczecin.

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A special focus will be set on the joint development of content for the system. Providing valuable content requires many resources. With the new project the museums will share those efforts. The eGuide makes the museum visit an even more unforgettable experience with navigation, multimedia elements and tailor made information. The project "BalticMuseums 2.0 Plus" will start with a kick-off meeting in Stralsund in December 2010. Next year both projects will be worked on in parallel, thus requiring a huge commitment of all partners.

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



Project meeting in Szczecin



In October the BalticMuseums 2.0 team met in Szczecin to jointly work on the original projects' components. The University of Szczecin, responsible for the development of the Online Information Platform, hosted this meeting in their venerable university building. Naturally a special focus was put on the Online Information Platform. While the technical system is now in place, the content needs to be translated in all partner languages. With a joint effort a process for content creation and translation during the coming weeks was installed.

„Mobile internet is the future and will generate higher access rates than classic browsers according to latest findings“, explains Karolina Muszyńska the reason for developing an option for mobile usage of the Online Information Platform. Additionally, very useful applications were demonstrated and shall be integrated in the platform before the release date. A virtual museum presentation, presented by the team from the University of Szczecin, fascinated all participants. The virtual tours in the museums will be realized by using a special panoramic technique. This impression of being in the room and walking through the museum will attract website visitors and intrigue them to visit the museums'



The participants of the project meeting in Szczecin.

real exhibition. The virtual galleries will be produced within the next months. The Online Platform shall offer various interactive content to attract visitors of all ages. Dr. Timo Moritz, Ichthyological Curator of the German Oceanographic Museum, presented a tool that has great potential for education purposes. „There is a noticeable interest of non-specialists to identify species“, states the scientist. He shows a draft of an online „fish identifier“, that provides very qualified information on fish in the Baltic Sea. This additional application will provide a great added-value to the visitors of the Online Platform. The museums decided to make use of the content already gathered and translate it into several languages. Furthermore all partners will provide photo material for the different species. Additionally, the decision was taken to technically directly integrate the multi-lingual ticketing system into the online platform. The release date is projected being early summer 2011. During the last meeting in Klaipeda, the prototype of the eGuide was successfully tested by the project partners. Now it will be enhanced with a demonstration tour focussed on indoor applications for Gdynia Aquarium. This application will be realized in the coming months and the prototype will be presented in February during the next project meeting.

Once again the long historic connection of the home cities of the BalticMuseums 2.0 partners was impressively demonstrated by a special museum tour with the local guides Kamila Bastian-Brzezińska, Przemysław Głowa and translator Anna Nowaczek browsing through several museums of Szczecin.

Calendar & Info

1 Museums trained for Content Management System of the Online Platform

Jakub Swacha and Karol Buchowiecki, members of the team from the University of Szczecin, visited all partner museums for an in-depth training about the Content Management System for the Online Information Platform (OIP).

2 Project at tourism conference

During a specialist workshop addressed to touristic professionals, experiences and results gained in the BalticMuseums 2.0 project were presented by Prof. Dr. Michael Klotz in Demmin, Germany. The workshop was dedicated to examining the technical developments and innovations in communication in the tourism sector.

3 eGuide at Leader Workshop

In November 2010 the project was presented by Prof. Dr. Michael Klotz in Dierhagen, Germany, for regional specialists including a live demonstration of an eGuide tour.

4 Project on LED Show

On the large LED display at the OZEANEUM the cross-border project BalticMuseums 2.0 is currently presented with all partners.

5 Kick-off BalticMuseums 2.0 Plus

The kick-off meeting for the new project will take place in Stralsund, 8-10 December 2010.

6 Next project meeting

The next meeting will take place in Gdynia, hosted by the Gdynia Aquarium from 24-25 February 2011. www.akwarium.gdynia.pl



Comparative studies of eGuides in use

In summer 2010, BalticMuseums 2.0 team members Andreas Ahlfeldt, Steffen Ritschel and Christina Wegner visited cultural facilities with audio and eGuides in Germany to look for best practices. Therefore they prepared a questionnaire with 71 questions regarding the analysis of problems in the specific facility, the development phase, testing,



Steffen Ritschel testing an eGuide System

implementation, normal operation and statistics. The main aim was to learn something about the different companies who provide audio or electronic guidance systems. Additionally, they wanted to make use of the experiences that the cultural institutions made during the development and implementation of such guides. First they visited the city of Waren close to Stralsund University of Applied Sciences and tested the audio guidance system. A few weeks later the team travelled to Berlin. With a full schedule they managed to visit three museums and two companies within two days. In the course of the conversations with the persons in charge some very interesting facts were discovered. For instance, the team found out that eGuides are used by a different type of visitors than those who like to book personal guided tours. Thus the implementation of an eGuide in a cultural institution is at all times an additional service to the visitors, which can attract different target groups. In the next months the team is going to visit more facilities employing eGuide-systems. They will develop a work paper to spread this valuable benchmark information to all partners of the BalticMuseums 2.0 project. Conclusions will be made how to best implement an eGuide providing the basis for realizing the new project: BalticMuseums 2.0 Plus.

by C. Wegner

Gdynia Aquarium meets Stralsund

In summer a delegation from Gdynia Aquarium visited the Stralsund University of Applied Sciences and the German Oceanographic Museum. The team around the new manager of Gdynia Aquarium, Artur Kryzak, came to Stralsund to discuss a new indoor prototype development for the eGuide. All participants enjoyed the interesting tour in the OZEANEUM and the German Oceanographic Museum giving many new impressions and ideas.



Dr. Harald Benke (left), director of the museum in Stralsund, welcomed the visitors.

BalticMuseums in Lithuanian schools

The Lithuanian Sea Museum started a new programme „Sea Museum at Your School“. Following the programme, every school of Klaipeda can invite the Lithuanian Sea Museum and have it inside. The programme covers all age groups and meets different interests of the pupils. Educators, biologists, dolphin trainers, and historians of the museum have prepared special educational and interactive lessons on biological and historical topics. Senior pupils were invited to presentations about various additional museum's activities: special initiatives, festivals, events, programmes and projects. Educator of the Lithuanian Sea Museum, Loreta Rimkiene, and a member of the BalticMuseums 2.0, was glad to share her impressions and ideas about the project, benefit of cross border communication and importance of learning foreign languages at school.

„We welcome the Lithuanian Sea Museum's programme“ said deputy director of Klaipeda S. Dach Secondary School after the museum's visit on 10 November 2010. „Having such day at school was lively, advantageous, and every possible experience.“

by N. Puteikiene and O. Zaliene; photo by A. Mazunas



Enthusiastic pupils with BalticMuseums 2.0 newsletters.



University University of Szczecin

Poland

The Faculty of Economics and Management of the University of Szczecin has good traditions in the field of economics, finance and management and the longest teaching and research traditions in Pomerania.



Contact this partner

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At the moment 5 thousand students are taking education in full-time and part-time studies offered as the Bachelor's degree and Master's degree programmes in four areas of study: Economics, Finance and Accounting, Management, IT and Econometrics.

There are a lot of projects running at the University, one of them is Baltic Museums 2.0, realized by the Team from IT and Econometrics department.

<http://www.us.szc.pl/uk/>

Within the BalticMuseums 2.0 project the University is one of the scientific partners and responsible for the development of the Online Information Platform. In this framework the University team recently developed virtual tours for all partner museums using a special panorama technique.



Agnieszka Miluniec and Marcin Kantarowski (wpanoramie.pl) at Gdynia Aquarium



Example: Panorama Gdynia Aquarium

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