

High Definition for High Impact: Leading Change Now in New Technology and Profitability

How can museums compete with visitor's expectations to see HD theater and HD interactive exhibition visuals as good as their own HD home entertainment systems?

Fact: US legislation has mandated the transition to high definition by February, 2009 therefore providing the highest-quality of digital programming at home. HDTV has forever changed museum visitor expectations.

- Gain HD filmmaker's perspectives in the trends of HD interactives and films for museums to ensure engagement and satisfaction of their media savvy audiences
- Use HD visual impact to improve storytelling capabilities that will increase museum/science center learning and attendance for all ages

1. How can increased HD visual learning enhance the visitor's level of engagement at the museum?
2. How can the museum's exhibition team be proactive and plan ways to use HD media in all stages of the exhibition development process and manage the anticipated costs?
3. What strategic alliances could be best for a museum to be successful in using HD?
4. How can the investment in museum/science center HD Theaters/HD Interactives benefit current and future visitor attendance?

Core Assessment Criteria for HD Equipment Decisions

High Definition Production Format- What kind of international standard high definition production formats have you reviewed to ensure they match the equipment you want?

(16x9 Aspect Ratio, Progressive or Interlaced Scanned, Digital Structure 1920H x1080V)

Selecting Compelling HD Encoding Devices & HD Monitors- What functional capabilities are available in the HD encoding devices (hard drive capacity, compression) that could affect the HD monitors clarity, brightness and color saturation to impact the visitor's visual experiences?

Alternative HD Display Devices- What types of display devices can provide resolutions of HD video or theatrical film display for single or multiple screen capabilities and high frame rate playback for immersive interactive experiences?

HD Media Decisions-Impress or Compress- What kind of HD media "compression compromises" are you willing to make in the clarity of the projected image?

Storage Capabilities- Based on the compression rates you selected how much HD footage will your hard drives hold?

Flexible HD Systems Upgrade of Show Content- How flexible is the system for immediate upgrade in HD media on-site or even remotely?

Audio-Mix Accuracy- How does the audio playback system ensure the quality output of a stereo, 5.1. and a 7.1 system?

Remote Network Controls and On-site Operations-Monitors & Maintenance-

How can you ensure reliable operations of all exhibition equipment through daily remote access?

HD Theater Capabilities- What 2D HD or 3D HD projection equipment do you need to consider for small and large theater high impact projection? Will 3D HD bring more money? How does the audience size and film programming affect the organization's profits?

Can Digital Cinema replace IMAX (Large Format) as a revenue generator for the museum?