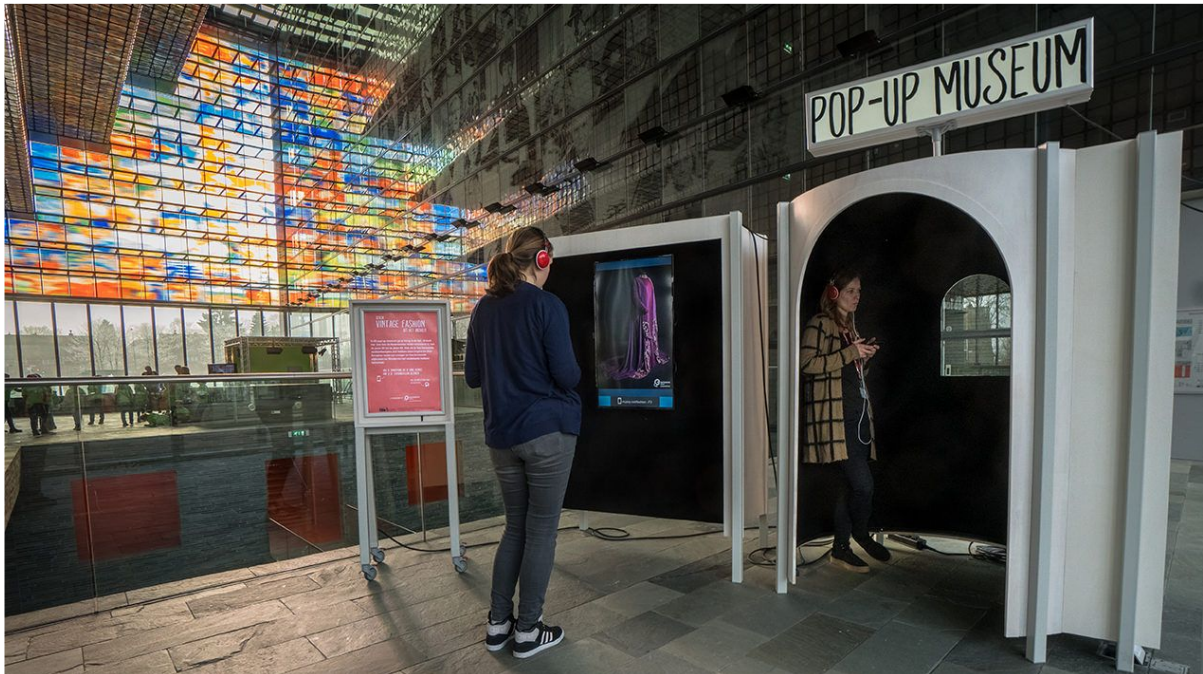


## Profile MuPop

**MuPop**, short for Museum Pop-Up, is a form of digital storytelling that makes clever use of the interactions between large screens and smartphones. The service allows for quick and easy setup of ad hoc (pop-up) exhibitions on large digital screens. Visitors use their smartphones to interact with exhibits, for example by browsing the collection, zooming in on details and listening to more information in their language of choice.



*Pictured above is a Pop-Up exhibition in the museum of Sound and Vision, where visitors could use their own smartphones in an exhibition on fashion styles.*

### MuPop audience interaction modules

MuPop was built with the **Multiscreen Toolkit** (developed by **Noterik**) that facilitates a wide range of browser-based interactions between smartphones and presentation screens. The following modules were specifically built to cater to museal experiences:

Language selection	Using their mobile as controller, visitors listen to and view the exhibition in their language of choice (audio and interface).
Title screen	Create a good looking splash screen that entices passers-by to enter the link on their mobile.
Coverflow	Visitors use their phone to swipe through art objects.
Pointer	Point to details in digital images to obtain additional (audio) information.
AV Sync	An audio syncing module, especially developed for video, that allows for adding multiple audio tracks to video.
Zoom	Enables visitors to zoom in on high quality images by pinching on their phone.
Quiz	Create a quiz by 'pushing' multiple choice questions about the art objects to visitors' phones.

## **A truly engaging experience**

MuPop is unique in the ease with which an accessible and user-friendly exhibition can be set up. For visitors, 'taking control' of the large screen is as easy as typing an internet address on their smartphone. However, an optimal user experience requires more than just linking phones and main screens. Noterik therefore incorporates several principles that contribute to a museal, almost cinematic experience in its product development:

- The phone is a controller, not a place to display information.
- Visitors should be able to navigate through the exhibition using intuitive touch gestures, with only occasionally having to look at their mobile device.
- Visitors should predominantly direct their gaze towards the large screen, where they view the exhibits in splendid high resolution with the ability to zoom in.
- The visual experience should as much as possible be augmented by audio commentary played on visitors' phones (minimise the need to read).

## **Advantages of MuPop**

MuPop offers several clear advantages to cultural institutions, mainly related to the minimal technical requirements for this web-based multiscreen solution:

- Low installation costs as any large screen with an HDMI minicomputer and an internet browser in kiosk mode can be used to show the exhibition.
- No hardware dependencies and no apps to download, a modern browser and an internet connection are all it takes.
- The controllers of the exhibition are already in visitors' pockets and their touch screens allow for intuitive navigation with the ability to swipe, point or pinch the art exhibition on the main screen.
- Personalisation of the experience via the smartphone such as audio adapted to visitor's language or age.
- Very flexible publication format, especially well suited to 'trailer'-like setups such as a screen at a public square or a bus stop.
- Very accessible and truly engaging because of the cinematic principles incorporated in the application.

## **Where to use MuPop**

MuPop can be used in the museum but comes into its own outside of it, where the application does not interfere with physical objects. MuPop is versatile and can easily be deployed in places such as waiting rooms, offices, classrooms, billboards or even public squares with large screens. For a selection of our current use-cases, visit [www.mupop.net](http://www.mupop.net)

When used outdoors, a MuPop exhibition can be seen as a kind of interactive teaser, promoting a more comprehensive museum collection. The interactive exhibition may thus reach out to new audiences, which may well be more valuable than just offering a new tool to an existing audience.