

BrightSign brings the Netherlands' rich literary past to life

BrightSign® Case Study



SUMMARY

More than a hundred BrightSign-powered interactive video screens have been installed as part of major refurbishment at the Netherlands Literary and Documentation Museum in The Hague. Bringing to life the stories of Dutch and Flemish authors and poets in the Pantheon gallery, an audio-visual wall of fame features 100 literary figures from 1000 years of history. Further BrightSign units drive DLP projectors and kiosk-style installations..

KEY FACTS

Design/Integration Companies: Visual Hardware Services BV, interior architects and designers Opera Amsterdam, audio visual production, MuseumStudio, Amsterdam

Industry: Museums & Galleries

Location: Letterkundig Literary and Documentation Museum in den Haag, Netherlands

Project: Educate and engage visitors with stunning exhibits highlighting everything concerning the works and lives of Dutch authors and literature

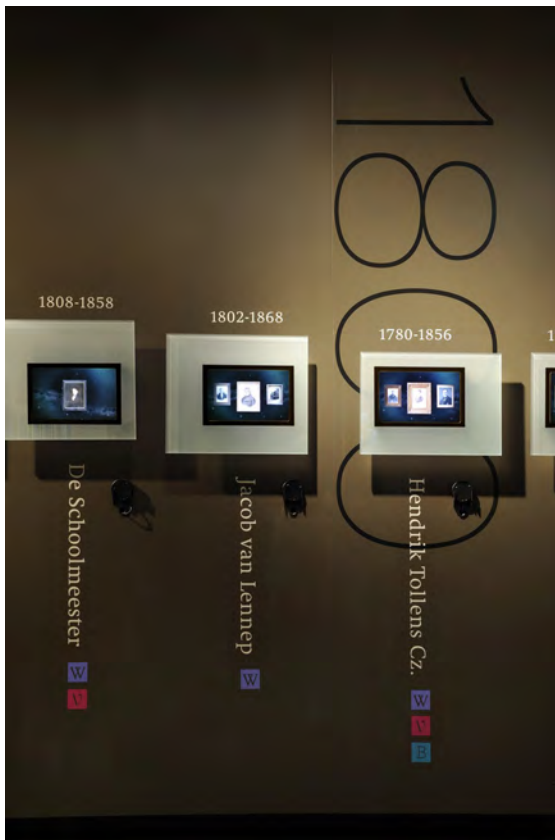
BrightSignBrightSign Solution:

- Video wall of continuous and synchronized video/soundscapes spanning across 100 interactive LCD displays powered by 100 BrightSign HD810s and a Media Controller in the Writer's Pantheon 1080i Video and image playback
- Seven specially designed booths allow visitors to watch related movies, plays and listen to famous poems or prose readings controlled by HD410 interactive media players
- Eight large-scale video projected displays driven by HD1010s display on walls alongside exhibits
- Simple implementation of interactivity using BrightAuthor's simple-to-write play lists that easily assign playback of media to buttons and other general-purpose devices
- Internal memory can be used to track and capture usage statistics, to better understand how users are interacting with the displays

THE CHALLENGE

The Letterkundig Literary and Documentation Museum in Den Haag was looking out-dated and down-at-heel three years ago. Part of the National Library, its recent renovation aimed to bring the museum into the 21st Century; to tell the stories of Dutch and Flemish writers in new, engaging and compelling ways.

The three floors were to be completely gutted and refurbished and a “Pantheon” of writers was conceived to bring 100 writers’ lives, and 1000 years of literary history to life. To achieve this, the museum required a wall of video screens forming an immersive audio-visual wall of fame. Each screen is dedicated to one writer, and visitors would be able to interrupt the videoscape to find more detail about the individual writer.



Adjacent to the Pantheon, special booths were conceived where visitors could watch and listen to literary works in peace and quiet. Interactive media players here needed to be responsive, reliable and capable of playing a wide range of audio, video and still image formats.

Alongside this, video was to be projected onto the museum walls to display artistic video impressions of the writers’ daily work onto Museum walls. The key objective was attaining the highest video quality.

All three systems needed to be centrally managed, for example to switch on and off in accordance with the museum opening and closing times. And throughout, the museum required stellar HD video quality with reliable 24/7 operation.

← One hundred synchronized LCD displays complete a wall-of-fame presentation

CHALLENGES

- Synchronization of high-quality presentations involving hundreds of displays
- Responsive and versatile interactivity
- Play back of multiple media types: audio, video and still images
- Network management to schedule power-on/off with Museum open hours

BENEFITS

- Precise alignment and synchronization
- Stellar HD video quality
- Implementation of interactivity using simple-to-write playlists that easily assign playback of media to buttons and other general-purpose devices
- Tracking and capture of usage statistics, to better understand how users are interacting with the display
- Networked control and central management

THE SOLUTION

Visual Hardware Services BV, an independent supplier of fully integrated control and data display systems, was chosen to realize the concepts proposed by interior architects and designers Opera Ontwerpers Amsterdam and the audio visual agency, MuseumStudio's Amsterdam.

In the Pantheon, 100 flat-panel displays are perfectly synchronized to form the continuously running video/soundscape.

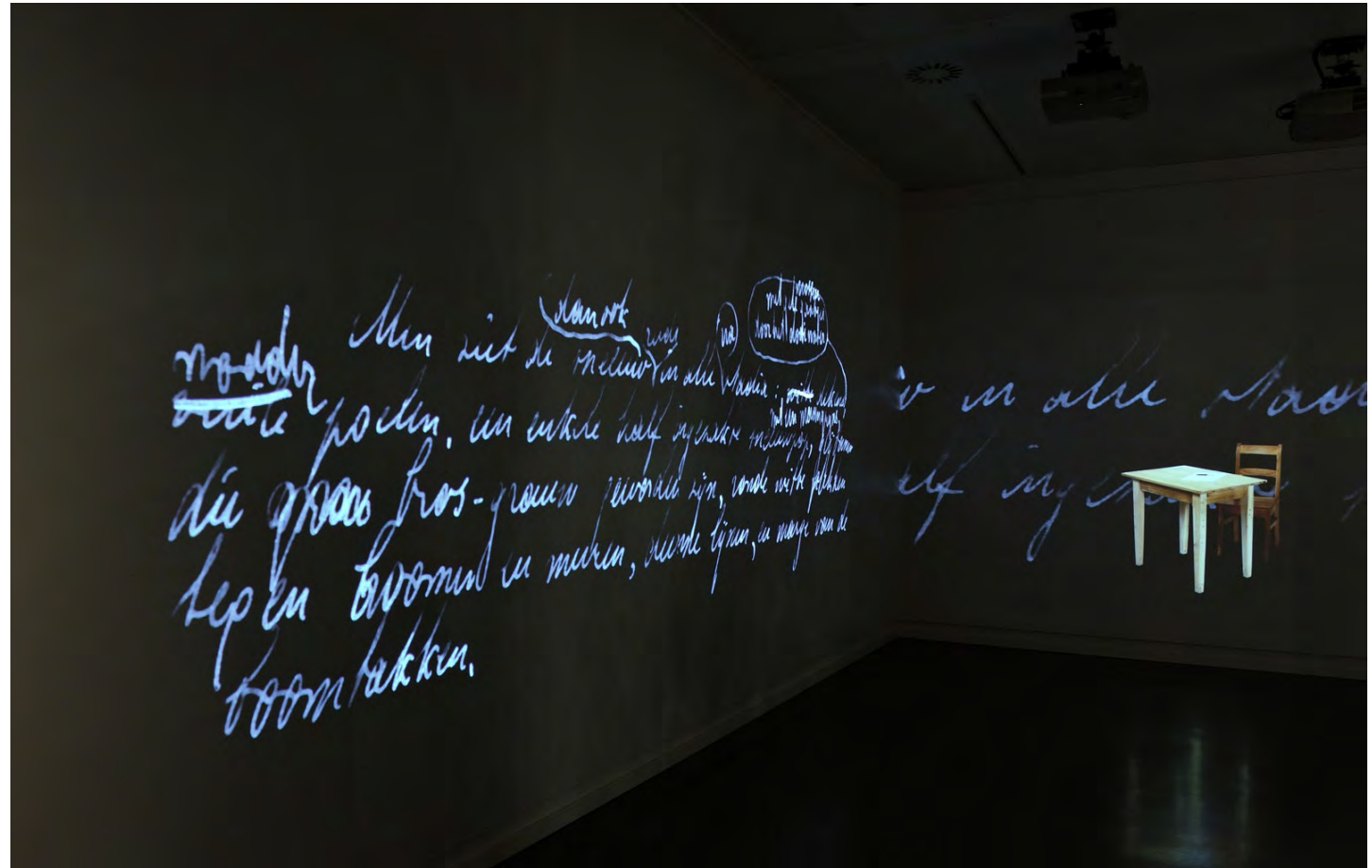
The interactive screens allow visitors to interrupt the background performance and view still and moving images about the individual by interacting with the dedicated screen. Once the visitor has finished, the screen reverts to synchronising with the overall wall-of-fame presentation.

Seven specially-designed booths are installed in the adjacent gallery. Interactive media players with touch screen are built in, along with audio headsets, which allow visitors to watch related movies and plays, and listen to famous poems or prose readings.

For video projection onto the museum walls, eight short-throw DLP projectors are mounted on the floor with their displays precisely aligned and synchronised to form the impression of a single large movie.

BRIGHTSIGN IMPLEMENTATION

VHS chose BrightSign media players as the platform for design and engineering of the complete mixed media systems. A total of 115 BrightSign units have been installed: 100 of them for LCD panels in the "Pantheon" gallery of writers, eight driving large DLP projectors and seven for individual kiosk-style installations.



↩ One of eight large-scale video wall projection implementations

In the Pantheon gallery, each of the small 1280 x 800 LCD displays is powered by a BrightSign HD810 interactive sign controller. Synchronisation is achieved by connecting BrightSign HD810 units through their built-in General Purpose Input Output (GPIO), and HD410 units via their serial interfaces. Four network interface controllers each provide 24 GPIO ports and four RS-232 interfaces, and these controllers are networked via a proprietary controller area network. The network not only synchronizes playback from the BrightSign units, but also schedules power-up and power-off of each device.

The BrightSign units provide looping playback for the videoscape and full interactivity. Built-in BrightAuthor software makes it straightforward to add interactivity using simple-to-write playlists that easily assign playback of media to buttons and other general-purpose devices.

A further seven HD410 interactive media players are built into the kiosk-style booths. As well as looping playback and interactivity, the units' internal memory can be used to track and capture usage statistics, to better understand how users are interacting with the display.

The video wall projection is implemented using eight BrightSign HD1010 synchronized by using a network hub to split out data signals from the RJ45 ports normally reserved for a standard Ethernet 10/100Mbit/s connection. All the 115 BrightSign units are managed by the network, with a single controller implementing daily and weekly routines, such as opening and closing hours, throughout the Museum.

The selected BrightSign units offer stellar full HD video at 1080p resolutions. They ensure high reliability due to BrightSign's solid-state media player platform and a slim, robust operating system designed specifically for digital signs.

THE OUTCOME

Special installations such the Pantheon have won accolades from the press and public alike since the museum re-opened in March 2010, and the BrightSign units have been 100 percent reliable.

Specially-designed booths feature interactive media players with built-in touch screen and audio headsets, which allow visitors to watch related movies and plays →

"BrightSign has continued to be a reliable, versatile and quality solution for our wide range of unique museum and public display applications. We've been using BrightSign since 2007 and have implemented over 1400 units in various projects throughout the Netherlands and Belgium. Our clients are continually impressed with the results and capabilities we provide based on these digital sign controllers."

Ton Stoelinga, Marketing and Sales Manager, Visual Hardware Services BV





BrightSign technology ensures an exceptional visitor experience, as these advanced and imaginative multimedia installations have enabled the museum to meet all its major goals – popularising literature, conserving the literary heritage, and at the same time satisfying the research needs of literary scholars and professionals.

THE PLAYERS

VHS

Visual Hardware Services BV, (VHS), has served the audio visual and event projection market throughout the Netherlands over many years. VHS is an independent supplier of fully integrated control and data display systems, performing the design and engineering of complete mixed media systems. Systems may be installed on a temporary basis, e.g. exhibitions and congresses, but the focus is on permanent, fixed installations for national and international customers.

VHS works closely with leading suppliers in the AV field, including companies such as Roku. VHS also provides sales and distribution of the BrightSign range of Media Players throughout BENELUX countries. VHS is financially a completely independent company, with a very strong belief in engineering and supplying fully integrated systems, distributing only the best products available on the market, and full supporting them throughout their lifetime. For further information, please visit www.vhs-bv.nl.

For system design and integration,

Letterkundig Museum

The Literary Museum is the Netherlands' foremost institute in the field of literary heritage. It holds the largest and most important collection of writer's documents in the country and boasts a gallery of more than 500 literary portraits. The Literary Museum's mission is conservation of Dutch literary archives raising awareness of this rich heritage. For further information, please visit www.letterkundigmuseum.nl.

BrightSign

BrightSign is a division of Roku, Inc. and based in Saratoga, California, BrightSign develops products and software for digital signage. BrightSign solid-state digital sign controllers set new standards for both standalone and networked digital signage applications with their superior video quality, reliability, affordability, ease of use and interactivity.



Letterkundig
Museum

