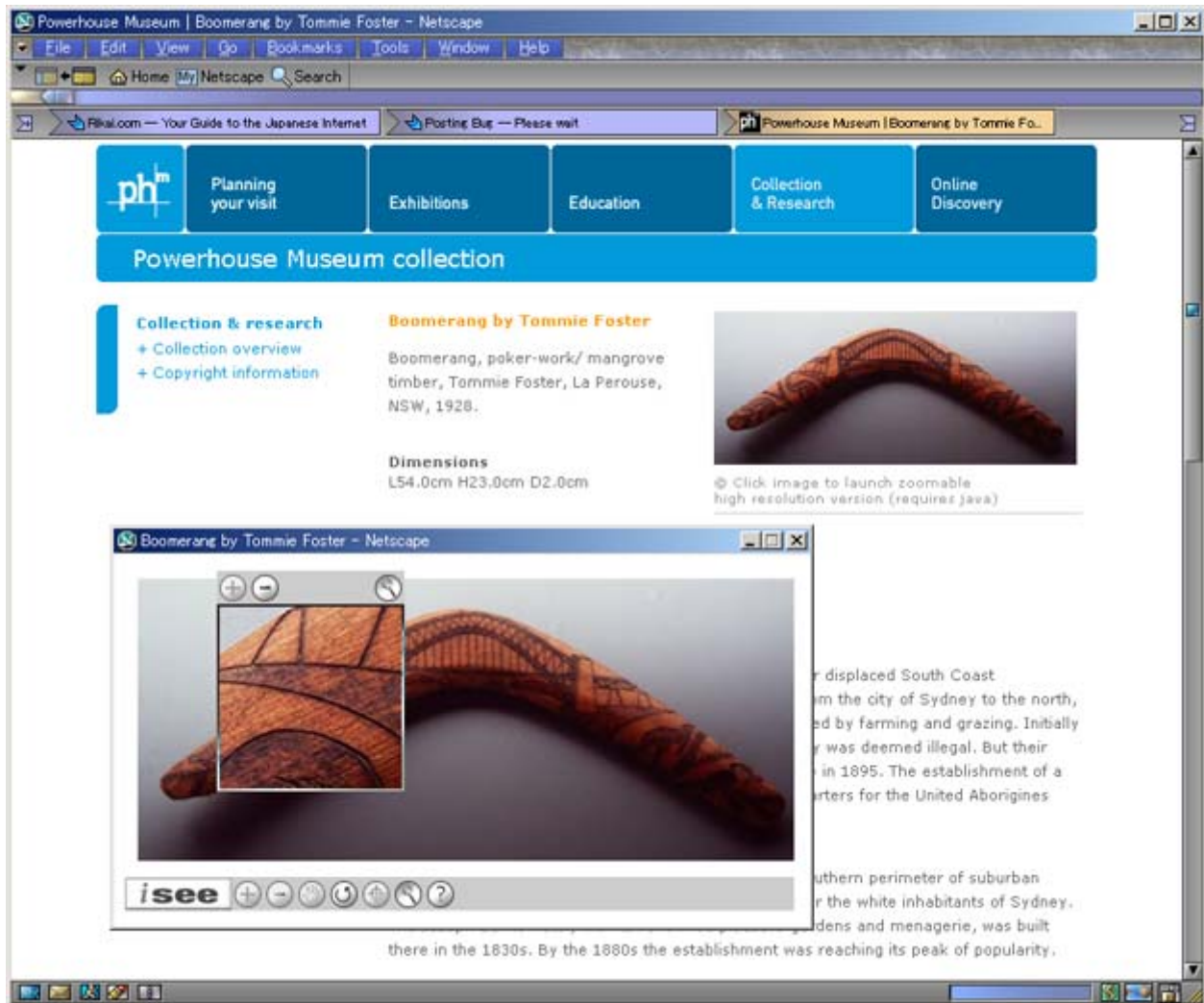


## PowerHouse Museum User – A Case Study



( <http://www.powerhousemuseum.com/collection/index.asp> )

### Overview:

The Powerhouse Museum, Australia's largest and most popular museum is located in Darling Harbour, Sydney. Its unique and diverse collection of 385,000 objects spans history, science, technology, design, industry, decorative arts, music, transport and space exploration. The Museum has an ever-changing program of exhibitions covering approximately 20,000 square meters (equivalent to three international competition soccer fields). It presents 22 permanent exhibitions and several temporary exhibitions, complemented by more than 250 interactive exhibits.

## The Challenge:

The Powerhouse had the following basic requirements:

- To add more interactivity to their website to improve user interaction
- To be able to show high resolution and high quality versions of online images of items and exhibits in the museum to ensure users have a rich experience
- To ensure content/image security so that the high quality images can not be downloaded easily and
- To increase image delivery speed and improve user interaction so that content is available to users without a high-speed connection and without the need to install plug-ins

With a large amount of items in their exhibitions and a need to update online content regularly, it was a necessity to have a speedy image workflow and streamline online content creation and deployment. With an average of 120,000 unique visitors per month a stable and low administration solution was necessary.

## The Solution:

After the testing and implementation of iseemedia's ImageServer in 1999 for their online presentation of the "1000 Years of Olympic Games" exhibition, the Powerhouse has gradually increased its usage of ImageServer.

This includes several of its other micro-sites like "Behind The Scenes", and the "Sydney 2000 Games Collection" ([http://www.powerhousemuseum.com/online/online\\_collections.asp](http://www.powerhousemuseum.com/online/online_collections.asp)). These sites use several types of interactive content which are made available by the iseemedia ImageServer technology, including not only 2d images, but also 3d objects, panoramas and virtual tours created with iseemedia's web tool products, Photovista 3D Objects and reality Studio.



Now the internal photography department of the museum takes digital images of items, saves them in TIFF format, and does the necessary touch ups in Adobe Photoshop®. These images are then easily saved for ImageServer delivery within Photoshop using iseemedia's Photoshop Plug-in. These images are then deployed directly to the ImageServer at original resolution - no resizing is necessary.

During post-deployment of content, the Powerhouse Museum uses the iseemedia Report Manager tool as a unique image activity analysis method. Report Manager generates detailed reports and graphical images showing user access and more importantly, granular user interaction with the images shown on the website. This provides a detailed look into what images and what areas within those images visitors are interested in.

(Reporting Tool – “Region of Interest” sample of the museum)

The screenshot displays the iseemedia Report Manager 2.0 interface. At the top, the iseemedia logo and tagline 'Interactive Imaging For The Next Generation Web' are visible, along with a 'Print this report' button. The main content area features a heading: 'Region of Interest displays the regions of different interest levels in as a color map.' Below this, a blue bar indicates the 'Region of Interest for /ppao00207029 .fpx for the entire period (from the start of 2004 September 1 to the end of 2004 October 4)'. The central part of the interface shows a large image of a museum artifact, a traditional Japanese armor (yoroi), with a color-coded heatmap overlaid on it. The heatmap uses various colors (red, yellow, green, blue, purple) to represent different levels of user interest. A smaller, zoomed-in version of the artifact is shown in a separate window titled 'iseemedia Report Manager 2.0 - Zoom on Image - Microsoft Inter...'. This zoomed-in view shows a detailed section of the armor, with a red and white striped pattern. The zoomed-in window includes a toolbar with navigation icons (plus, minus, home, back, forward, search, help) and the iseemedia logo.

**The Results:**

At present, some 2000 items are being delivered by the iseemedata ImageServer online with roughly 200 new items added each year. Today, wherever possible, ImageServer is used to deliver zoom-able and protected versions of original high quality images of items and exhibits in the museum.

**Key Technologies Used:**

- iseemedata ImageServer
- iseemedata Photoshop Plug-in
- iseemedata Java Viewers
- Compaq, 1CPU. Windows 2000 operating system, 1GB RAM
- Database - MS-SQL 2000

**The Bottom Line:**

“With the launch of our major site redesign in 2004, users now have greater access to areas of our collection and there has been a large increase in interest in the collection areas of our website as a result of expanding on our use of the ImageServer which we first started exploring in 2000.” [\*\(Sebastian Chan, Manager, Powerhouse Museum Web Services\)\*](#)