

Incorporating AR/VR Technology Within Your Museum: A Behind-the-Scenes Look

Presented by Dani Marshall on July 30, 2019

Key Themes

Augmented and Virtual Reality programs are great ways for audiences to experience museums beyond what is on display in exhibits. This technology offers the potential to merge entertaining and educational experiences that engage audiences in unique ways.

Augmented Reality – Partial immersion in a program while still being able to perceive your surroundings. (Think of games like Pokemon Go.)

Virtual Reality – Complete immersion in a program with an inability to see your “real” surroundings, usually via a headset.

Examples

[Museum of Texas Tech University](#) used the platform zSpace to create virtual models of Native American artifacts that were not on display so visitors could interact more fully with the collection.

[The Franklin Institute in Philadelphia](#) offers a VR experience of Apollo 11 that immerses visitors in the astronauts’ journey to the moon.

In “[Mona Lisa Beyond the Glass](#)” visitors to the Louvre participated in a VR experience designed to give a more detailed look at the Mona Lisa as well as learn the history of the painting.

Resources

[Doyenne Interpretations](#) is a consultation group for educational interpretation and technology incorporation.

[Museum Computer Network](#) provides resources for incorporating technology in museums.

[Email Dani Marshall](#) with questions.

Helpful Tips

Look to local universities, businesses, or other museums in the community for examples of successful AR/VR implementation or potential partnerships. Sharing equipment and software can reduce upfront costs.

AR/VR is not just a way to immerse audiences in an exhibit, it can also aid in universal design and make museums more accessible to visitors with disabilities.

Every software platform has pros and cons, evaluate based on your own institutional goals, resources, and limitations.