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Interactive Technology  
A Proposal for the Lightner Museum  
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## Link to Exhibit

<https://lightnermuseum.org/2015/10/27/lighter-museum-the-cats-meow/>

The Lightner Museum offers a little bit of something for everyone. They have fine art, stained glass, and natural artifacts. All of which are displayed under glass and with tiny placards that barely tell you anything about the item or even who donated it. Each item within the Lightner has a unique story on how it was obtained and came to take up permanent residence at the museum. Sadly, unless you ask one of the many volunteers or the curator (who gives tours regularly) you would never know. For example, the taxidermied lion on display in the Science and Industry room was won in a game of cards when he was a young kitten. He was kept in a London backyard until WWII hit and meat rations became scarce. He was then gifted to the London Zoo who then presented him to Sir Winston Churchill upon his many victories in WWII. The lion named Rota lived a long and healthy life in the zoo and fathered many lion cubs. To this day his lineage continues. However, you would never know any of that when viewing him at the Lightner Museum where he stands tall and proud. Due to lack of funding none of the exhibits at the Lightner are interactive; yet. In this paper, I would like to make a cost-effective proposal to the Rota exhibit and help bring it to life.

## Inter Active Features of the Exhibit

My proposal for the Rota exhibit is reasonably priced, compact, easy to maintain, and would add a new interactive feature to the museum. First, the museum would need to purchase special Virtual Reality (VR) headsets that can hold any smartphone within them. I was able to locate some on Walmart.com for the low price of \$5.00. The largest cost will be for the podium which will hold the VR headsets and a custom printed placard which will feature Quick Response (QR) codes linked to different videos that pertain to the exhibit. Below is an example of a podium from PodiumsDirectCorporation.com. With its sleek design and open spaces on the side, it would be ideal for hanging up the VR headsets. Also, because of the angle of the table top portion of the podium, it would be perfect for displaying the QR poster.



## VR Headsets



This is the Onn Virtual Reality headset. The front part of the mask flips down so that any smartphone can be slid inside creating an instant VR experience.



Here is a photo demonstrating how the VR head set holds the smartphone in place. Just by scanning the VR code with a the phone and setting the video screen to VR display the visitor is ready to interact with the exhibit.

## QR Codes

To help visitors experience the Rota display and make it interactive, QR codes are a necessity. Each QR code provided on the display is linked to a different video that pertains to Rota the lion. Visitors with a smartphone can download a free QR app, scan the code, slide their phone into the provided VR headsets, and be transported to a different time. By providing this interactive display the Lightner “can gain value by creating high-quality digital experiences and using audience data to improve experience and communication” (Digital Strategy, 2015). To be able to see lions on the planes of the Serengeti or watch Sir Winston Churchill and his wife pet Rota through the bars of his cage. Making this technology available gives the visitor more appreciation towards the actual taxidermied display in front of them. It tells Rota’s story while letting the visitor see how this lion truly behaved when he was alive. Through this display, the visitor is introduced to the London Zoo, Sir Winston Churchill, Zoology, World War II, and Rota himself. The nice part is this technology doesn’t have to be limited just to this exhibit, it can be applied to many of the artifacts at the Lightner, which could help generate interest in the museum and attract new visitors.

Poster



LIGHTNER  
MUSEUM



Enter Rota !  
1940



African Lions



Rota  
1943



Rota's Cubs  
1945

## Cost

4 - Onn Virtual Reality Headset, White \$5.00 (each)

[https://www.walmart.com/ip/Onn-Virtual-Reality-Headset-White/187088616?wmlspartner=wlp&selectedSellerId=0&wl13=579&adid=2222222227077798480&wl0=&wl1=g&wl2=c&wl3=220145041087&wl4=pla-410716054727&wl5=1015203&wl6=&wl7=&wl8=&wl9=pla&wl10=8175035&wl11=local&wl12=187088616&wl13=579&veh=sem&gclid=Cj0KCQjwhuvlBRceARIsAM720Hp6EvP9nvpiPmxNtW\\_4IB4eu2NDLhcflxE9all\\_5a1Zu3AfPdyrj8aAkFEEALw\\_wcB](https://www.walmart.com/ip/Onn-Virtual-Reality-Headset-White/187088616?wmlspartner=wlp&selectedSellerId=0&wl13=579&adid=2222222227077798480&wl0=&wl1=g&wl2=c&wl3=220145041087&wl4=pla-410716054727&wl5=1015203&wl6=&wl7=&wl8=&wl9=pla&wl10=8175035&wl11=local&wl12=187088616&wl13=579&veh=sem&gclid=Cj0KCQjwhuvlBRceARIsAM720Hp6EvP9nvpiPmxNtW_4IB4eu2NDLhcflxE9all_5a1Zu3AfPdyrj8aAkFEEALw_wcB)

Podium \$282.10

[https://podiumsdirect.com/products/metal-truss-podium-4-post-curved-color-silver?variant=34261524686&utm\\_medium=cpc&utm\\_source=google&utm\\_campaign=Google%20Shopping&gclid=Cj0KCQjwhuvlBRceARIsAM720Hrj5Wx-CkwntkGxdKbC7I\\_nkZBFZOxNM8ygy2qtBk0-kBxcyeTON7UaAmBwEALw\\_wcB](https://podiumsdirect.com/products/metal-truss-podium-4-post-curved-color-silver?variant=34261524686&utm_medium=cpc&utm_source=google&utm_campaign=Google%20Shopping&gclid=Cj0KCQjwhuvlBRceARIsAM720Hrj5Wx-CkwntkGxdKbC7I_nkZBFZOxNM8ygy2qtBk0-kBxcyeTON7UaAmBwEALw_wcB)

QR Code Free

<https://www.qrcode-monkey.com/>

Video links to QR Code Free

<https://www.britishpathe.com/>  
<https://www.youtube.com/watch?v=sPyAQQklc1s&t=23s>

Custom Printed Poster to Display QR codes \$57.99

<https://www.fedex.com/en-us/printing/posters/photo-posters.html#details>

**TOTAL: \$360.09**

## Audience

The best part of this interactive exhibit is that it can be for audiences young and old. Baby Boomers will relish in nostalgia while watching the old news real videos of Rota. Young children will excite with laughter when they scan the room and find themselves in Africa and accompanied by lions. It has something for everyone. With the user-friendly technology and easy to use VR headsets this interactive experience is for everyone. The exhibit has the potential to bring people together and discuss the exhibit, spark imaginations, and enjoy information being displayed in a new way.

## References

Digital Strategy 2015–2017. (n.d.). Retrieved April 17, 2019, from

<https://group.sciencemuseum.org.uk/about-us/policies-and-reports/digital-strategy-2018-21/>

Lighter Museum - the Cat's Meow. (2015, October 27). Retrieved April 16, 2019, from

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Pathé. (n.d.). Newsreels, video, archive, film, footage, stills - British Pathé. Retrieved April 17, 2019, from

<https://www.britishpathe.com/>