



Customer: Queensland Museum
Industry: Museum
Region: Queensland
Products & Services: Data Projectors and Lenses
Solutions By: Digital Presentation Solutions

Hitachi's advanced projection technology plays a critical role in bringing the interactive content to life by delivering crystal clear image reproduction

Queensland Museum is nestled in the heart of Brisbane's Cultural Precinct. As the state's hub of natural history, cultural heritage and science, the museum is dedicated to educating visitors about Queensland's rich history through a range of exhibitions and interactive experiences.

The museum's newest gallery, *Wild State*, is fast-becoming one of the most popular sections of the museum. The dynamic display celebrates Queensland's unique position as one of the most biologically diverse places on earth by recreating five natural habitats through a range of specimens, pho-

tographs and interactive audio-visual experiences.

From the arid outback to the sun-drenched coastline, eucalypt forests, lush rainforests and magical marine environments, *Wild State* is a captivating exhibition designed to show the

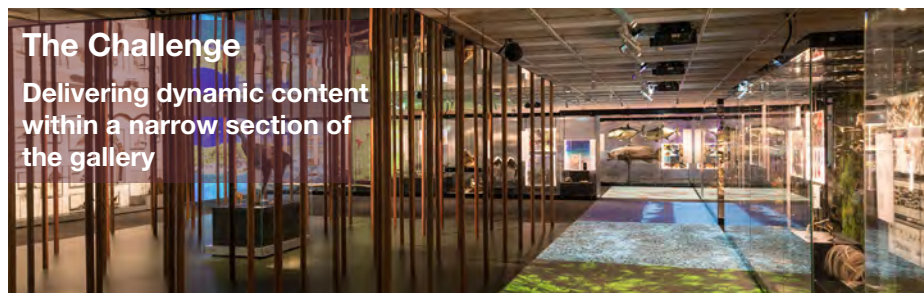
Benefits at a Glance

- Projectors designed for extended periods of use with minimal maintenance
- Flexible installation options with large projected images available in confined spaces
- Interactivity to engage and encourage audience participation

fragile nature of Queensland's biodiversity and the importance of conservation.

The Challenge

Delivering dynamic content within a narrow section of the gallery



The gallery was a labour of love for Queensland Museum and their scientists, who went to extraordinary lengths to recreate the sights and sounds of

each Queensland habitat.

Dr Robert Adlard, Head of Marine Biodiversity at Queensland Museum



Network, wanted an engaging journey for visitors.

“ *What we tried to do was make it very obvious that you're moving from one habitat to another. So you're going from desert into the rainforest, coastal and marine zones. At a deeper level, we are hoping to get across the stories of animal adaptation.* ”

Dr Robert Adlard, Head of Marine Biodiversity at Queensland Museum Network



As a result, the gallery includes a stunning range of interactive floor displays that play a pivotal role by

drawing visitors inside. However, in order to achieve the desired effect, the museum required an advanced

projection solution capable of delivering dynamic content within a narrow section of the gallery.

“ *The gallery has a number of interactive components, particularly for young children. Our floor has crabs and water effects projected onto the floor. The area demanded we adjust the projection to suit the space but not lose any quality. This is where Hitachi excelled.* ”

Robert O'Brien, IT, AV and Multimedia Manager at Queensland Museum Network



Although Queensland Museum trialled a number of different projectors, Hitachi's LPWU9750 WUXGA large venue laser projector and USL901 ultra short throw lens provided the ideal solution. The floor display features six Hitachi projectors and lenses, each using Hitachi's edge-blending technology to create a seamless and dynamic image that runs from one end of the exhibition to the other.

Robert O'Brien, Information Technology, AV and Multimedia Manager at Queensland Museum Network believes the visual display is by far the most popular section of the gallery.



“We had to adjust the projection to meet the requirements of the size but not lose the quality of the projection.

This is where Hitachi excelled,” added O'Brien.



“ *This is the interactive part where you'll find all the kids congregating because we've got some crabs on the floor with a water effect, and we've got a Hitachi projector and it's mirroring onto the floor. The program is set up so that the kids can come around and ripple the water and touch the crabs, and the crabs will move away.* ”

Robert O'Brien, IT, AV and Multimedia Manager at Queensland Museum Network

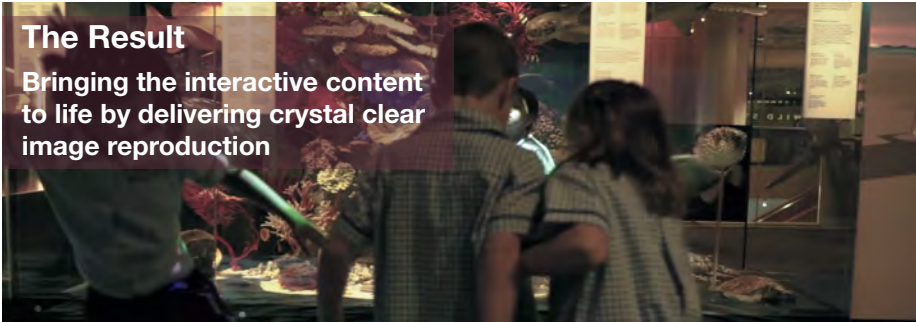
WHY HITACHI?

Hitachi helped to bring the *Wild State* gallery to life by providing six projection solutions capable of creating a seamless image and operating for approximately 20,000 hours maintenance-free. “We had a number of projectors from different vendors that we trialled and

none of them would give us the quality and the output that we needed with the low maintenance. It was the ideal product for us,” said O'Brien.

Without lamps or air filters to replace, the Hitachi LPWU9750 WUXGA large venue laser projector was a cost-effective and convenient solution, and the

projector's motorised zoom, focus and lens control allowed for a greater range of installation possibilities.



The Result

Bringing the interactive content to life by delivering crystal clear image reproduction

Wild State is a truly fascinating gallery that engages visitors by immersing them in Queensland's unique and spectacular habitats. Hitachi's advanced projection technology plays a critical role in bringing the interactive content to life by delivering crystal clear image reproduction within the confines of the gallery. By involving visitors in the experience, Wild State highlights the natural wonders of Queensland's biodiversity and educates visitors on the importance of protecting it for future generations.

About Queensland Museum - Wild State



Wild State is a free gallery located on Level 4 of Queensland Museum and is open daily from 9:30 am – 5:00 pm, excluding Good Friday, Christmas Day & Boxing Day. Open ANZAC Day from 1.30 pm.





11 x LPWU9750 large venue projector



11 x USL901 Ultra Short Throw Lens

About Hitachi Digital Presentation Solutions

We offer an extensive range of products that are designed to help educators and professionals alike, deliver digital content in a way that's both efficient and impactful.

- **Data Projectors:** A full range of data projectors including Ultra Short Throw, LED, Laser and Large Venue projectors.
- **Interactive devices:** Interactive projectors or LCD flat panels, choose what's right for your needs.

Using our advanced knowledge and experience of both visual and interactive hardware and software we can craft the right solution, for the right environment and requirements.

Visit us at <http://www.hitachi.com.au/dps>

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