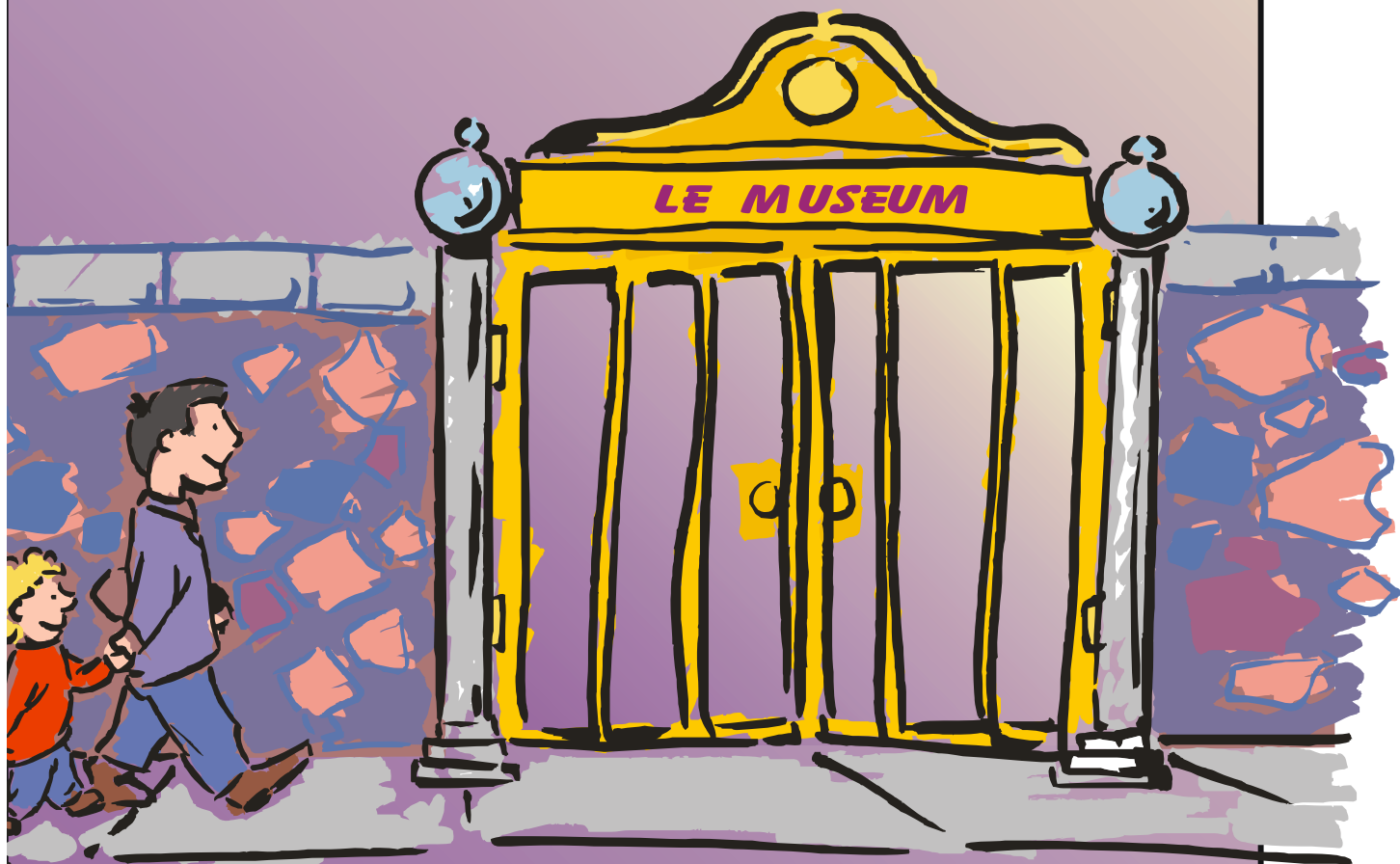


Technology for Museums

Energize your exhibits with Alcorn McBride Products





The People Behind the Company

Alcorn McBride is the world's largest manufacturer of show control, audio/video playback and lighting control equipment for themed entertainment. We're one of the fastest growing technology companies in Florida, and our Digital Video Machine HD received the Governor's Award for best new product.

We work hard to make sure every client has a good experience, That work has turned Alcorn McBride into one of the most unusual companies in the world.

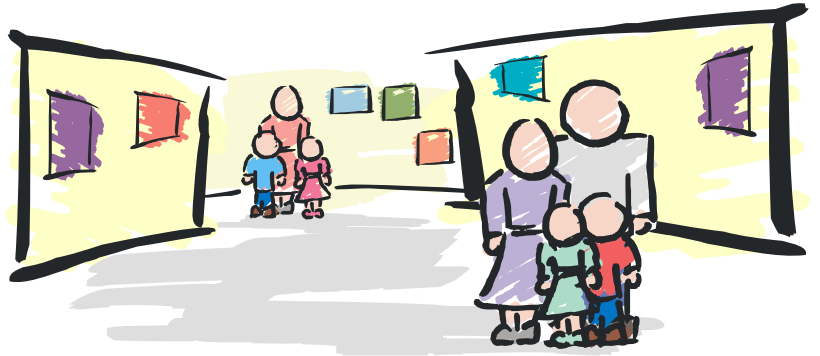
When you call us for technical support you don't speak to a trainee or even a technician. You speak to the person who designed your product. So you get a correct answer, and we learn your needs.

"Other executives look at me strangely when I describe our company," says company president Steve Alcorn, "but if we make every customer look good, they'll come back to us again and again."

Call us today and see for yourself.

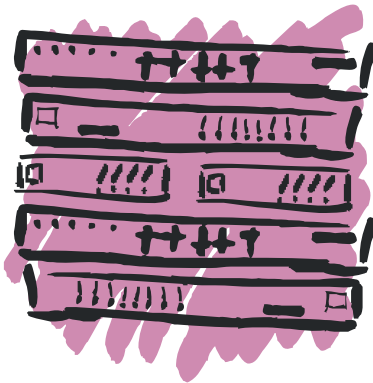
The Art of Information

There was a time when a museum was a little more than a room full of objects. Visitors expected little in the way of interpretation - or entertainment. Museums didn't need technology because the experience they offered was basically static.



In recent years the bar has been raised. Many of your prospective visitors expect **a richer, more varied experience**. They're seeking not just objects, but an entertaining, educational experience. In a fast paced media-driven world, today's customer is prepared to absorb a flood of information, in **a snappy and contemporary style**. And they're willing to pay fair value for such an experience.

Technology - properly applied - can be a tremendous boon to your museum. It can bring you more visitors, provide them with more satisfying experiences and keep them coming back for more.



For nearly two decades **Alcorn McBride has set the standard** for audio, video and show control in the world's finest theme parks. These same technologies are perfect for your museum. That's why hundreds of museums worldwide have installed Alcorn McBride equipment.

Why Alcorn McBride?

There are two key reasons: **we make technology that's simple to use**; and we can demonstrate the **return on your investment**.

The purpose of this booklet is to demystify our presentation technology and explain some of the many ways it can be used in your museum. Our objective is to show you that technology is not necessarily expensive, difficult to install or costly to maintain.

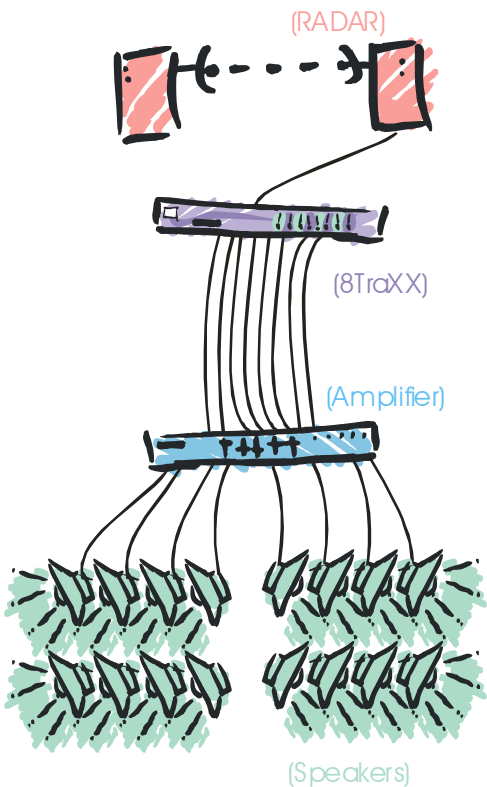
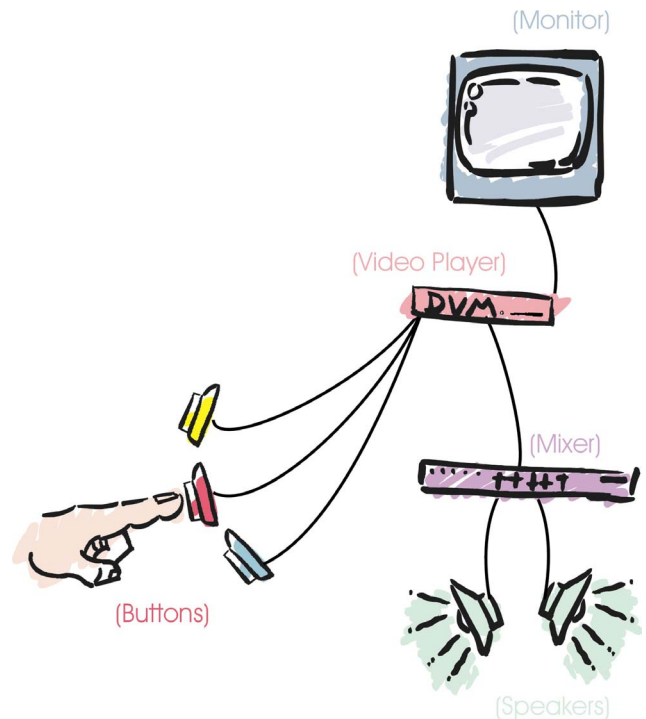
We've kept our examples simple. Once you understand these we're confident **your**

From Ambience to Immersion

One of the best - and most common - ways to involve your visitors in your exhibits is with background ambience. Ancient artifacts tell a story when the viewer is immersed in the **music, speech or everyday sounds** of the ancient world. A painter explains how his life influenced his art. An astronaut describes how it feels to float in space.

Individual tracks can be sourced from equipment located near the exhibit.

Or multiple tracks can come from a single extremely economical source located in a central area.



In either event, some tracks can **run continuously** while others are **triggered by push buttons** or motion detectors.

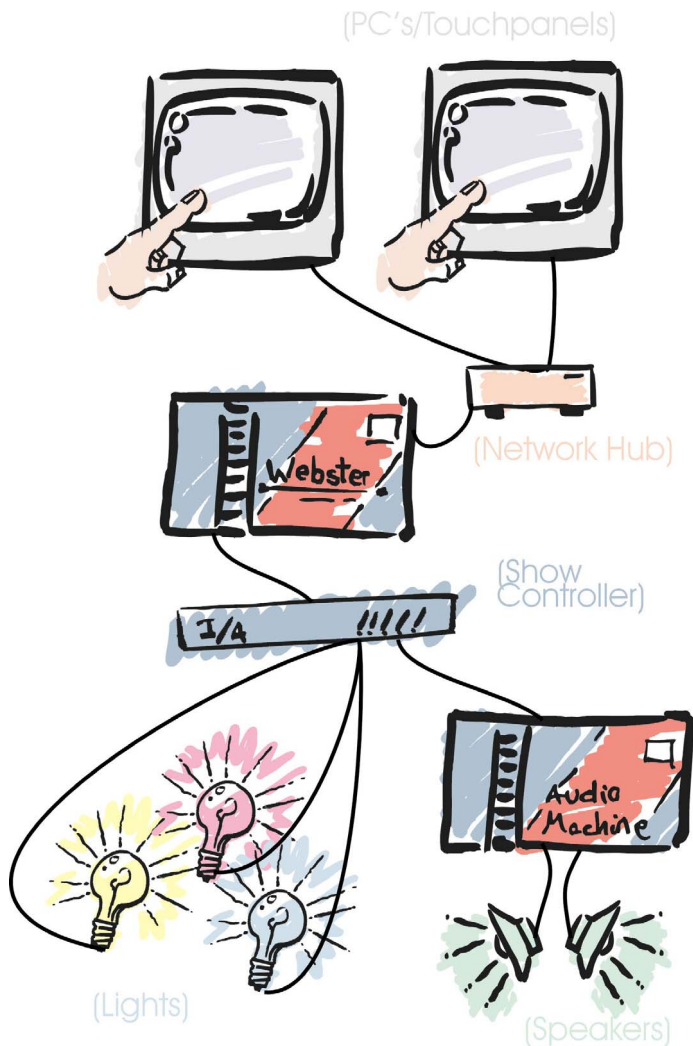
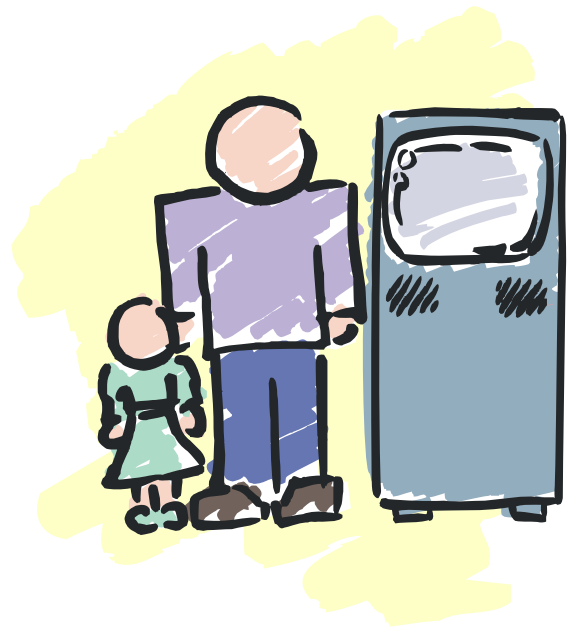
And whatever you can do with audio, you can also do with video. Today's PCs let you easily record and edit either. Then you can update the media - right across your existing Ethernet LAN, if you wish - at the click of a button.

It's Alive!

We've all seen kiosks. They can be an effective way to provide information on demand.

We've also seen kiosks sit unused. That's because most visitors don't want a lesson; they want an experience.

Here's an inexpensive way to give them **an experience they won't forget** and to inform them at the same time:



WEBster is a complete Web server in a tiny box. You can **fill it with exciting graphics and animations** about your exhibit. A single WEBster can serve touch screens throughout your museum, providing visitors with information, quizzes and games interactively.

But WEBster goes way beyond a conventional kiosk. Connect it to one of our show controllers and some audio or lighting gear and imagine this:

Your visitor sees something in the exhibit. They touch its picture on a nearby screen, and the object is **brought to life** with lighting, audio or even video. Perhaps it's a **musical instrument**, and WEBster offers a number of selections. Or a newsreel rolls, revealing the story behind the artifact.

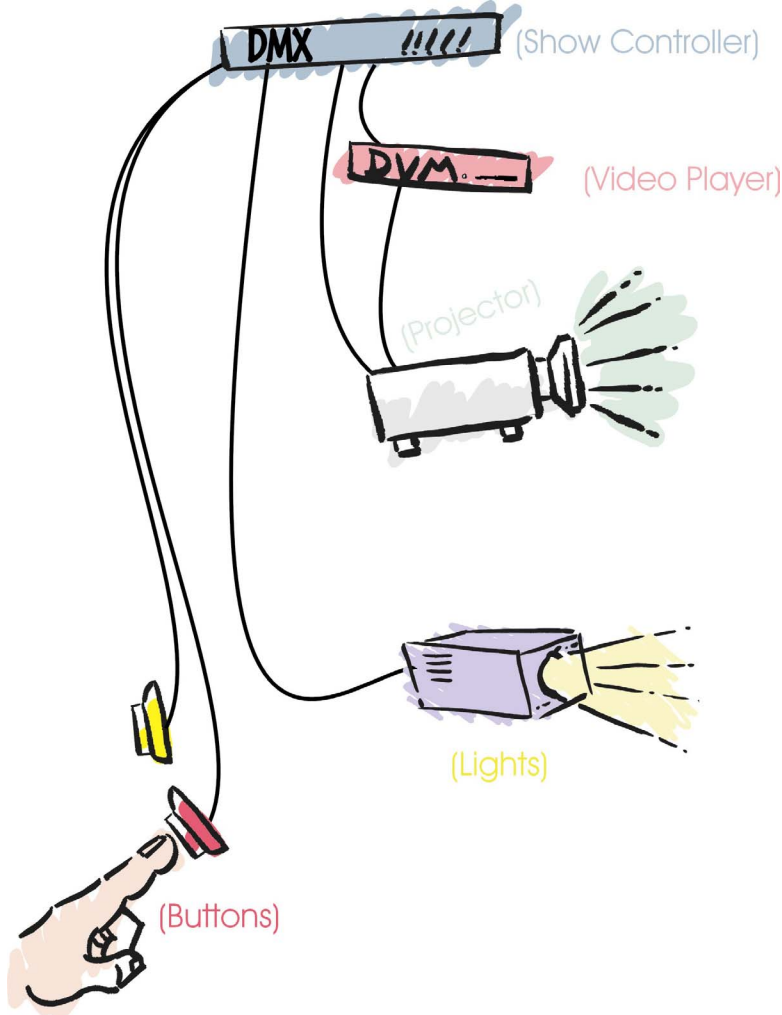
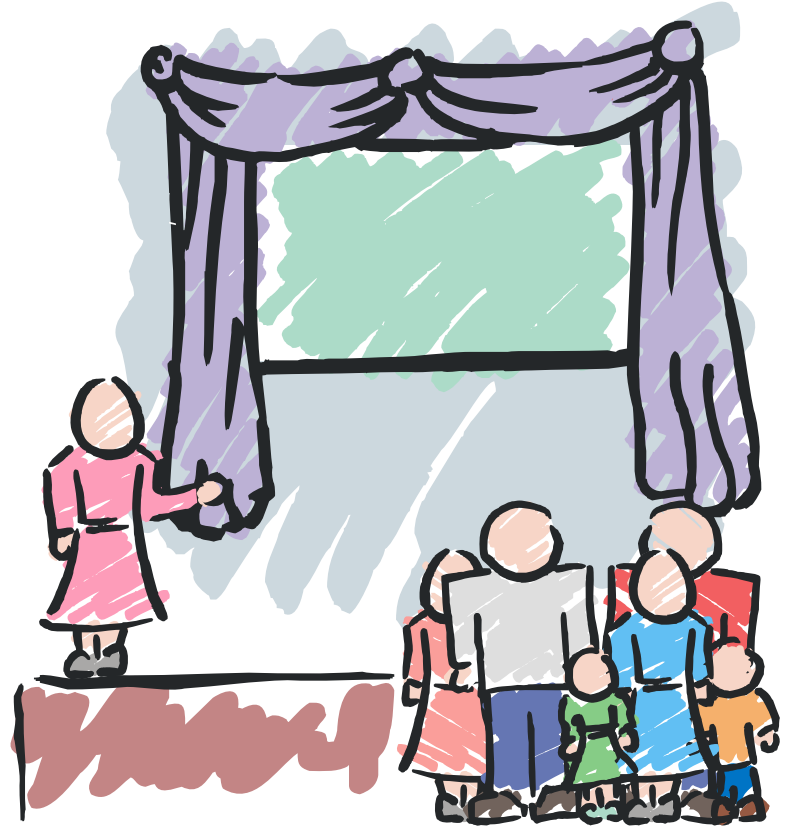
Now there's an experience that's hard to resist!

The Big Show

When it's time to bring out the big guns, there's nothing quite like a theater.

But theaters don't have to be enclosed, or use major amounts of floor space. And they don't have to be expensive.

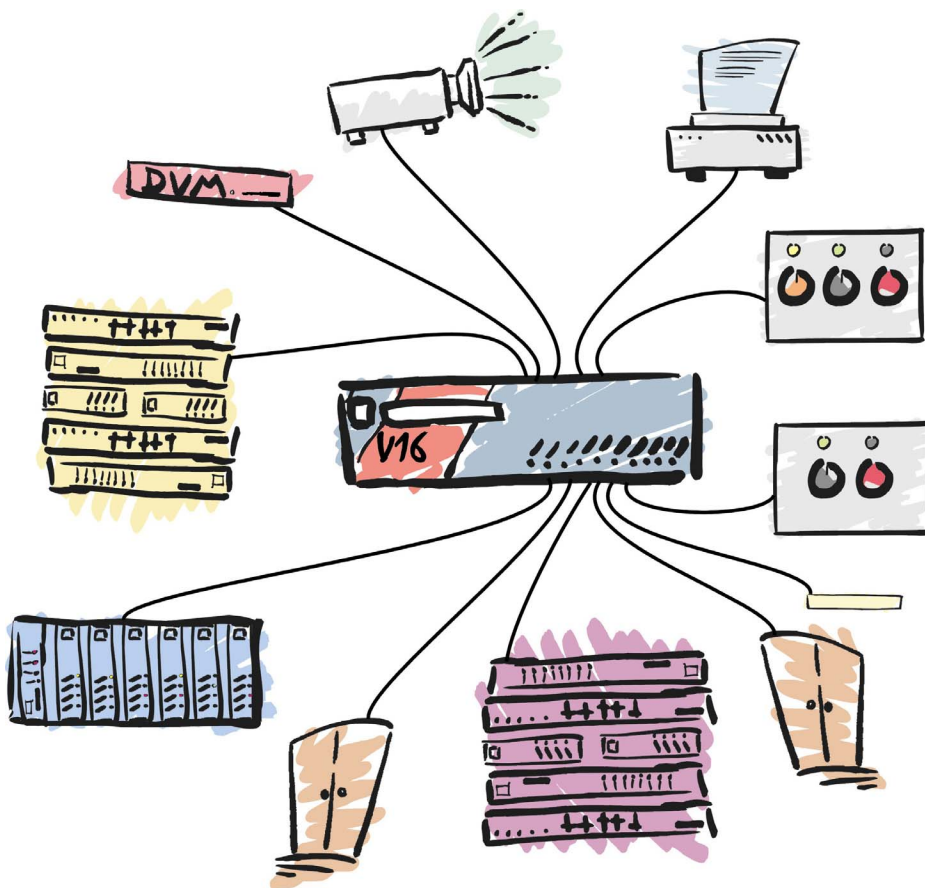
With today's economical video projectors and Alcorn McBride's playback devices you can look like a million bucks for only a few clams. No maintenance is required and it doesn't take a dedicated operator.



The show is ready to run whenever you're ready to push the start button.

It's also easy and economical to add a preshow to your theater. Often technology can be shared between the theater and preshow. Your guests will get much more from the experience if you **brief them in a waiting area**, then **immerse them in your message** inside the all-encompassing environment of the theater.

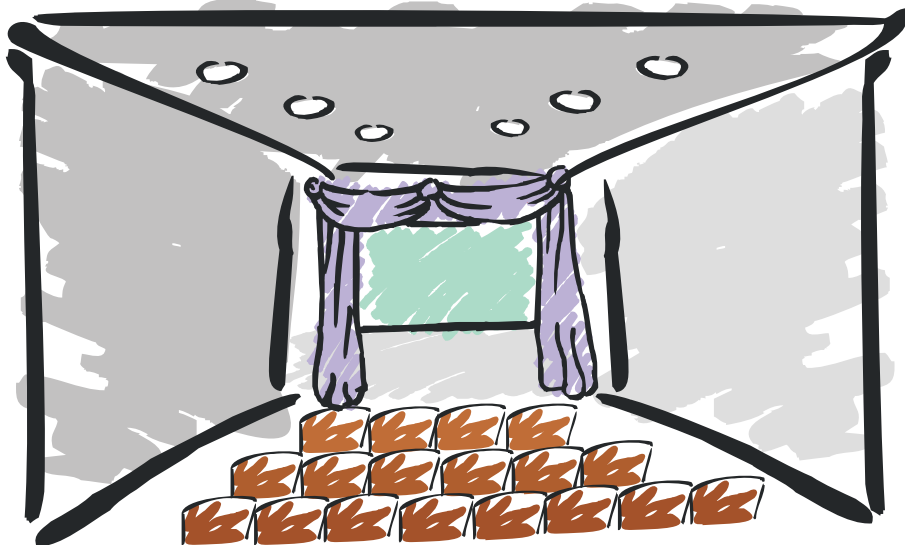
The waiting area is also a great place to involve visitors in artifacts that may appear in the main presentation,



Of course there are theaters and then there are **THEATERS**.

You can add automated doors, surround sound, lighting and special effects - the sky's the limit. Oh, and the budget. But you'll be amazed how inexpensive it is to achieve big results when you start with the right technology.

And when the show is over have your visitors Exit Through Retail. After that kind of impact they'll want to take home a memento.



Opening Near You!

We hope this booklet has given you some fresh perspectives on technology for museums. Please visit our web site. It's a rich resource for application and technical data.

Better yet, give us a call. We'd love to hear your ideas.

Alcorn

McBride

Inc.

3300 S. Hiawassee Rd.
Building 105
Orlando, FL 32835
tel: (407) 296-5800
fax: (407) 296-5801
e-mail: info@alcorn.com
www.alcorn.com