



HIGHLIGHTS

Location

Portland, OR

Industry

Museum

Application

Touch-based interaction



PLANAR EP-SERIES PROVIDES AN ENGAGING INTERACTIVE EXPERIENCE

The Oregon Museum of Science and Industry (OMSI) is a scientific, educational and cultural resource center dedicated to improving the public's understanding of science and technology. OMSI makes science exciting and relevant through exhibits, programs and experiences that are presented in an entertaining and participatory fashion.

The museum, through Fashionbuddha Studio, a design firm in Portland, turned to Planar Systems for a display platform to showcase the work of 12 innovative Oregonians in an exhibit called Brainstorm. Fashionbuddha and OMSI selected Planar's EP-Series LCD displays with fully integrated optical touch technology based on a number of factors, says Robert Lewis, director of Fashionbuddha. "First, the Planar EP-Series is an innovative large-format display technology with a proven track record of use in high-traffic areas. Second, it does a beautiful job of offering precise dual-touch technology in a slim profile."

"The Planar EP-Series has allowed us to put on the museum floor, the compelling user experience we envisioned for this exhibit."

- Rachel Mills,
Director of Digital Media, Oregon
Museum of Science and Industry

Installed in the museum's main lobby, the Brainstorm exhibit features two 46" Planar EP-Series Touch displays built into side-by-side kiosks that can easily be used by multiple people at the same time. Planar's touch technology allows a museum guest to easily select and explore – in familiar, smart-phone fashion - depictions of any of the 12 featured innovations. "With this and other capabilities, we knew the Planar EP-Series Touch displays would generate interest in the Brainstorm exhibit content and really engage visitors," Lewis adds.

"Since Brainstorm is all about innovation, the Planar EP-Series Touch displays were simply the logical solution," says Rachel Mills, OMSI's director of digital media. "They are well engineered and beautifully designed, thus allowing us to put on the museum floor, the compelling user experience that we envisioned for this exhibit."

OMSI attracts more than one million visitors annually, so the display chosen for the Brainstorm exhibit needed to accommodate high traffic, extensive hands-on usage and lengthy periods of operation. The Planar EP-Series Touch met the durability test with full metal casing and glass that protects the screen while reducing glare. Rated for 24x7 reliability, the display supports extended operation while the LED backlighting provides lower power consumption.

"The Planar EP-Series is really a game-changer for us as a Planar Reseller, because of the opportunities it opens up."

- Robert Lewis,
Director, Fashionbuddha

Fashionbuddha's Robert Lewis says the Planar EP-Series is an important solution for his company. "It's really a game-changer for us because of the opportunities it opens up. Alternative solutions come with exceptions and additional considerations that make them less desirable for touch-based applications like the OMSI Brainstorm exhibit."



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