DELIVERABLE SUBMISSION SHEET

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is now complete. ☐ It is available for your inspection.
          x Relevant descriptive documents are attached.

The deliverable is:

x a document
☐ a Website (URL: ....)
☐ software (..........................)
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Table of Contents

1   Executive Summary

Decipher is a three year, €4.3 million Specific Targeted Research Project (STREP). It aims to support the discovery and exploration of cultural heritage through story and narrative. It is developing new solutions to the whole range of narrative construction, knowledge visualisation and display problems for museums. This document outlines Decipher's WP8 Dissemination and Exploitation activities for its showcase event at the Museum Association conference in Edinburgh, and details the museum sector's response to the Decipher Storyscope prototype system. The software combines rich, event-based metadata with causal reasoning models. This allows a reasoning engine and novel user interfaces that can present digital heritage objects as part of a coherent narrative, directly related to individual searches and user contexts. Storyscope allows users interactively to assemble, visualise and explore not only collections of objects but also the knowledge structures that connect and give them meaning.

The Museums Association conference is an annual event for everyone working in museums, galleries and heritage. The Association is the oldest of its kind in the world, with 5200 individual members and 250 corporate members. The Decipher project used the opportunity to promote the Storyscope software to its key target audience at informal meetings. The showcase aims were to:

- Build active communities of interest around research projects
- Connect researchers with industry representatives
- Identify opportunities for future collaborations and partnerships
- Disseminate technical progress of research activities (e.g. results of prototype trials)
- Spread knowledge about project achievements to its profile with industry and the general public
- Garner feedback from to understand how to influence future directions

The consortium demonstrated the prototype software and displayed videos and screencasts that introduced the Storyscope concepts. Posters and leaflets were available to explain the benefits and features of the software and the Decipher gained feedback from a range of museum professional delegates. Showcase video assets were also promoted online, on channels, which will be used to disseminate trial activities and results in 2013.

Decipher received positive feedback from delegates, insights into the challenges faced by museums in opening up collections to the public, and indications of ways in which Storyscope may meet the challenges. Conference interactions also helped us understand which aspects of Storyscope are most attractive to potential users.

We see a clear demand among Museum professionals for accessible ways to produce micro sites using Storyscope. Stakeholders are also excited about the possibilities of opening their content to public use, drawing in new visitors and finding new ways to engage the public.

Decipher has made an extensive contact list of organisations that want updates on Storyscope and are interested in participating in trials in late 2013.

2   Event Planning

2.1   Rationale for holding a Showcase and the team setup

The Decipher team selected the UK Museums Association conference and exhibition as a location for a Decipher showcase for several reasons:

- To use the conference exhibition as a mini-showcase activity for WP8 following the withdrawal of Alinari from the consortium;
- To raise the profile of the software and gather initial feedback on its use from prospective users. With over 5000 individual members and 600 institutional members, the annual MA conference and exhibition represented a massive opportunity to engage with a large number of museum professionals;
- To begin focused conversations with cultural heritage organisations and museum professionals who might participate in software trials in the later part of 2013 (as outlined in WP7 – Formative Trials and Evaluations).

The Museums Association annual event is both a large-scale conference for museum professionals and a large-scale exhibition of suppliers of services and goods for museums. As a result, a key part of Decipher's Event Plan featured having both a fixed base in the commercial exhibition hall and a linked presence among delegates in the conference rooms. SSL as an SME already had a display stand booked in the exhibition hall (Stand 43) which they shared with DIT and Decipher in order to publicise the project's key concepts, as well as showcase its new software to delegates. The project's museum partners IMMA and NGI would attend and participate in conference events, where they could raise awareness of the project through informal conversations, professional contacts and participation in workshops. They could also direct interested delegates to the Decipher stand in the commercial exhibition hall. The Decipher team attending the Edinburgh conference had a diverse and relevant range of skill sets to make the strongest impact at the event:

- Museum Professionals from IMMA and NGI were able to fully engage with the conference content, and interact with relevant museum personnel as peers;
- The project's PI was on hand at the conference to talk directly and in depth with interested delegates;
- SSL, as an SME, attends this annual conference as part of its normal business activity. It was well placed to advise the team on how to practically prepare for the showcase and deploy its resources during the two days;
- The business development manager and the design team from DIT manned the Decipher stand in the exhibition hall and were able to bring professional expertise and insight into conversations with delegates when discussing the project's objectives, software features and design.

2.2   Creating the Storyscope Name

In October 2012, a rebranding exercise led by DIT was undertaken to change the Decipher software name. Initially the system had been called StorySpace, but we have encountered copyright and licensing issues with this name, which is registered to a product for scriptwriting software. Decipher has taken the opportunity find a name that better reflects the system's capabilities. 'Storyscope' brings to mind microscope (looking in detail) and kaleidoscope (seeing patterns and interconnections).

The feedback from all partners was positive and initial searches found no copyright or licensing complications with the name. The design team at DIT purchased the relevant domain names and advanced to the design and branding stage.

2.3   New Storyscope Printed Materials

The Decipher design team generated a suite of Storyscope dissemination and exploitation assets for use at events such as the Museums Association conference in Edinburgh and further showcases in 2013. In response to feedback from reviewers, the team emphasised the software and its capabilities rather than the project and the roles of the consortium partners. We prepared concise descriptions of the software and its benefits to provide a

high-level understanding to museum professionals. The exercise also helped the consortium crystallise its thinking on the real value that Storyscope offers.

Storyscope Benefits

- Facilitates greater inter-departmental communication and collaboration during exhibition planning.
- Allows the user to bring together multiple online collections in a single research workspace.
- Assist with the planning of exhibitions, lectures, tours, audio-tours, catalogue entries etc.
- Reduces research time and enables users to search across a vast amount of information quickly, efficiently and easily.
- Enables users to create and view potential narratives that are not otherwise possible for geographic or conservation reasons.
- Enables users to experiment with alternative arrangements of the same objects and stories e.g. thematic, chronological, aesthetic presentations.
- Easily organise, compare and highlight differences and connections between a range of cultural objects.
- Users can associate a wide range of stories with cultural objects, highlight different perspectives and interpretations.
- Contextualise objects in wider cultural, social and economic stories.
- Document and archive the entire planning and development process.
- Support for tracking and collecting feedback e.g. reviews, social media comments etc.

Storyscope Features

- Users can create Dossiers in which to assemble, organize and view their research materials.
- Dossiers are flexible research spaces – users can choose to create a private workspace for individual research, or a shared workspace for teams to work on collaborative projects.
- Connect to collection management systems to allow access to an organisation's cultural content.
- Full functionality to create various narrative outputs (lectures, tours, catalogue essays, online content, virtual exhibitions etc.).
- Enables intelligent searches for objects in an organisation's CMS and other trusted external sources.
- Query objects based upon their story content (e.g. objects associated with historical events via one or more stories).
- Produce visualisations (maps, timelines etc.) of Dossier content.
- Suggests related objects and stories for inclusion in a Dossier.

Once the Storyscope features and benefits were defined and agreed, the team produced:

A six-page promotional brochure giving high level descriptions of the software along with its core features and benefits (figure 1);

A single-page full colour postcard to be distributed to the hundreds of delegates at the conference (figure 2);

Business cards with the dissemination and exploitation manager contact details (figure 3);

A series of large-scale promotional posters for the exhibition to draw delegates into the Storyscope booth for further discussions (figure 4);

After the showcase event in Edinburgh, the printed assets were distributed among consortium partners to assist them in the dissemination and exploitation activities with museum professionals and cultural heritage organisations at national level.
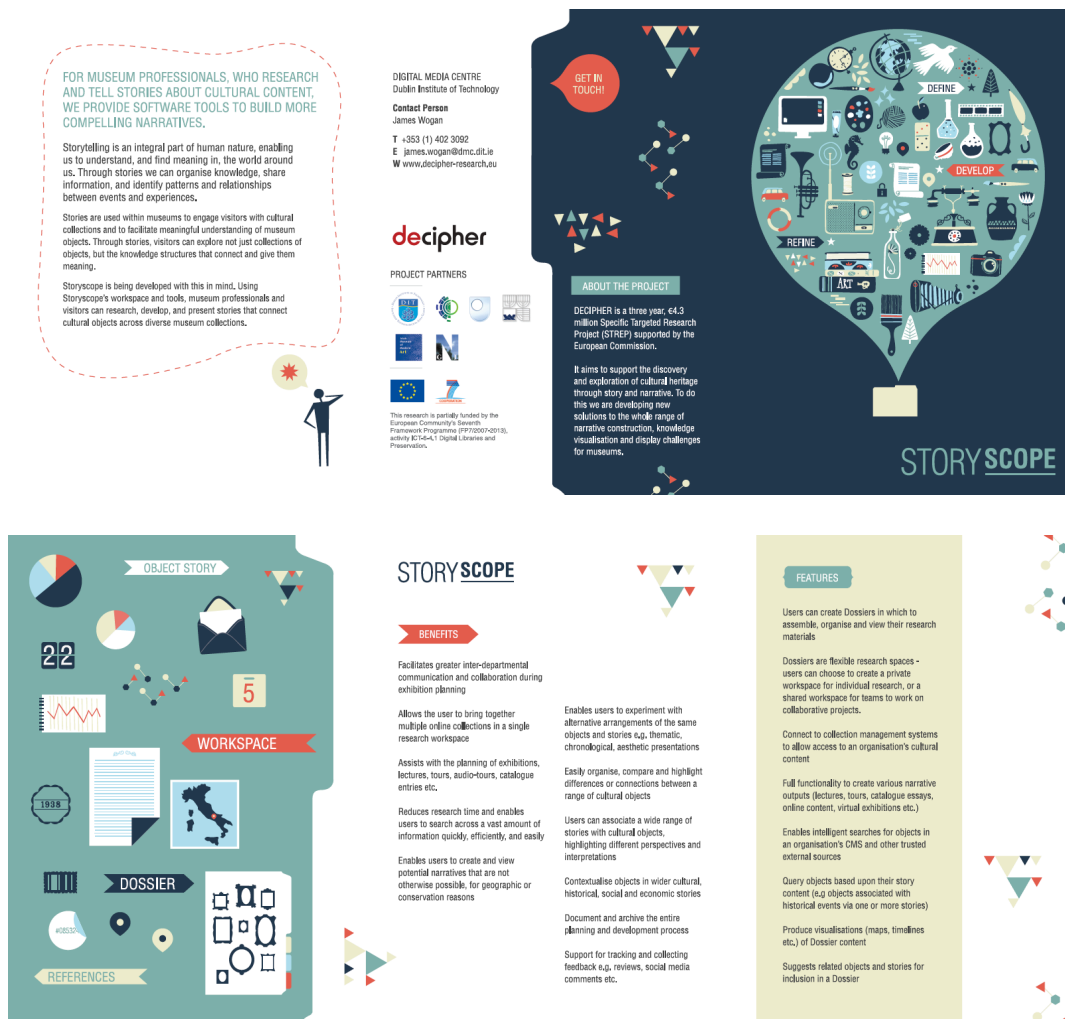
Figure 1: Storyscope brochure, outlining features and benefits, front and back

Figure 2: Storyscope business cards selection

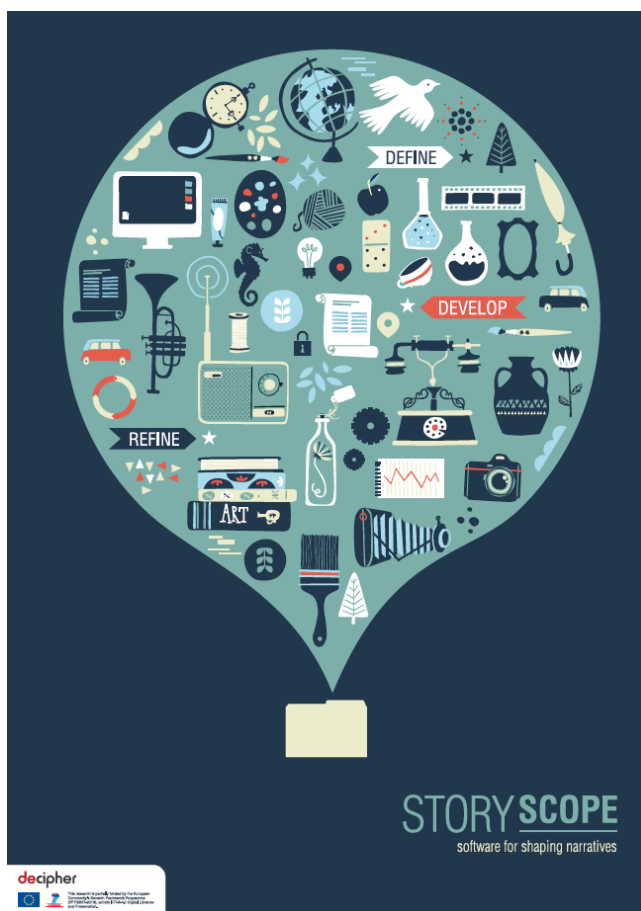Figure 3: Storyscope promotional postcard front and back

Figure 4: Storyscope large poster front and back

2.4   Storyscope Vimeo Channel

At the same time as the rebranding exercise was undertaken, Decipher set up a Vimeo channel to disseminate video assets to curators, educators, school groups, and the museum-going public. Five Storyscope video sequences have been uploaded. The Vimeo channel proved useful during the showcase in Edinburgh because links to the new video assets could be posted to Facebook, Twitter and Storify. The two days of the MA conference were a fruitful time to launch these video assets because of the increased traffic visiting Decipher's social media platforms.

During 2013, RIA and DIT will produce a series of 'webisodes' further to publicise the software to the community of museum professionals. One of the planned uses of the Storyscope Vimeo channel is to validate the software as it moves from trials to commercial exploitation. The assets will be derived from the prototypes and Field Trials.
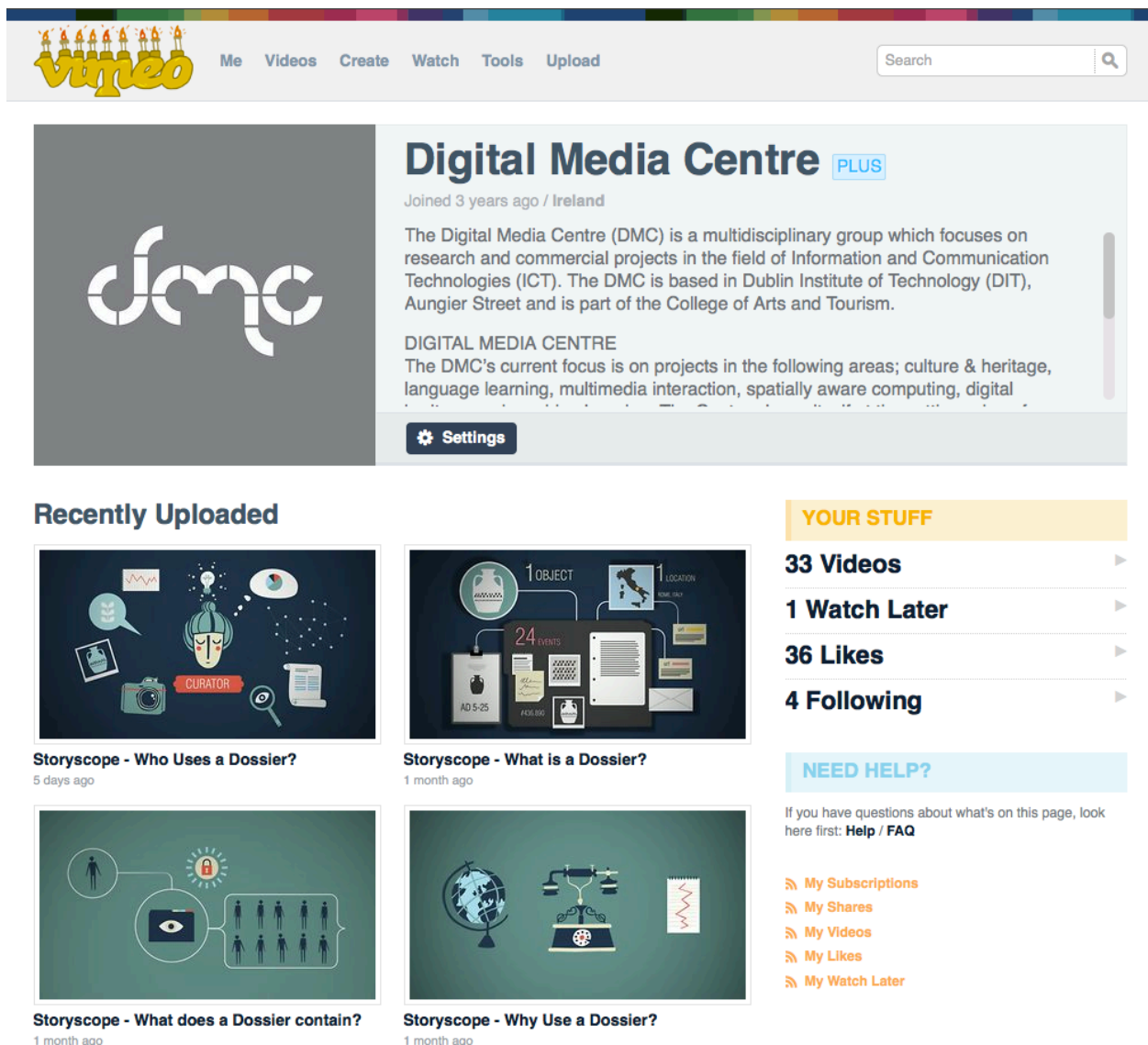

Figure 5: Vimeo channel explaining Storyscope software concepts

3   Event Activities

3.1   Speaker Presentations & Seminars

Decipher's museum partners IMMA and NGI attended the Museums Association conference as delegates. Through participation in workshops, informal conversations and organised events, the museum partners hoped to make contacts in the conference rooms, to distribute printed Storyscope information, and direct interested delegates to the Decipher display stand.

The conference was organised into three strands: *One Nation*; *Social Justice*; and *Museums 2020*. The museum partners gravitated towards Museums 2020, as this was where digital and online museum issues were being discussed. This strand was accompanied by a pamphlet *Museums 2020 Discussion Paper Summary*, published in July 2012, which states: 'The challenge is to move on from a generalised sense that a museum provides public benefit by merely existing to identifying how it can best make a defined and explicit contribution' and 'Museum buildings and sites are a great public asset, but to reach wider audiences, museums will expand the work they do offsite and virtually.'

 The initial workshop in the Museums 2020 strand (initiated by Nat Edwards, Director of the Robert Burns Birthplace Museum) was organised as simultaneous round-table discussions in which small numbers of delegates considered questions about museums in the future. IMMA's table discussed a museum's manifestation as a building, as an organisation (multi-site, off-site, no site), an 'outreach' or touring programme, and as an online presence. One of the participants spoke of museums as forums for stories, rather than simply containers of objects. This allowed IMMA to introduce some of Decipher's key concepts.

On 8 November, there was a museum practices workshop on 'Digital Storytelling and the National Museum of Scotland.' Lyndsey Clark, a former interactive displays manager at NMS, and Joe Cutting, owner of Digital Exhibits, discussed the application of storytelling to digital exhibits, engaging the museum audience through online games and gallery kiosks. Another session followed a 'Dragon's Den' format, with a series of proposals being pitched to an adjudicating panel. One of the proposals outlined digital tagging as a way to link stories to museum objects, and also to reveal objects hidden in storage.

'Let's Get Digital' panel discussion was chaired by Jo Reilly, Heritage Lottery Fund, and featured two speakers: Sally MacDonald, University College London, and Anra Kennedy, Culture24. The discussion covered a 'visitor-led publishing policy' for museums, as well as discussing the upcoming generation of digital natives in relation to how museums have worked traditionally.

Conference key note speakers included Aamer Anwar, a human rights lawyer, who discussed matters of social justice as well as giving a personal perspective to visiting museums; and Mark O'Neill, Glasgow Life policy director, who addressed issues of access to museums, social class and inequality. Martin Roth, Director of the Victoria and Albert Museum, addressed museums in an age of austerity and considered national identities in relation to 'national' museums. He proposed museums as forums for debate and encouraged them to rediscover a social dimension. It is important for museums to share research, logistics, and conservation.

Under the overall title 'Go Digital: an holistic approach,' Hugh Wallace, National Museums Scotland; Michael Woodward, York Museums Trust and Carolyn Royston, Imperial War Museums addressed the importance of developing a digital strategy in museums. Wallace emphasised weaving the digital into the visitor experience, and working interdepartmentally, rather than seeing online developments as being separate from the gallery experience or the preserve of a specialised digital unit. Woodward's presentation asked whether a true museum experience occur without an actual object? Royston talked about the enriching relationship between digital stories and the significant anniversaries and events represented by objects in the Imperial War Museum's collection. Through the use of online resources, user comments could add knowledge and meaning to the objects in a museum collection. The Decipher partners established direct contact with the three speakers.

Related Links

Museums Association conference & exhibition 2012
http://www.museumsassociation.org/conference/07112012-conference-2012-social-media

Storify #MACDecipher
http://storify.com/Decipher/decipher-museums-association-conference-edinburgh

Martin Roth, Director V&A, keynote speech
http://www.museumsassociation.org/video/27112012-martin-roth-conference-keynote

V&A
http://www.vam.ac.uk/

National Museums Scotland
http://www.nms.ac.uk/collections_research.aspx

York Museums Trust
http://www.yorkmuseumstrust.org.uk/Page/Collections.aspx

Imperial War Museum
http://www.iwm.org.uk/collections/search

Culture 24
http://www.culture24.org.uk/home

4 Future Strategies for Museums

4.1 Excellence, Impact and Engagement

The Museums Association believes that the excellence of the museum is defined by the breadth and depth of its impacts, and by the difference it makes to individuals, communities and societies. It has identified a number of steps that are success factors in achieving this by animating collections to extend them beyond their current use, placing diverse activities with a wide range of people at the heart of their exhibitions, sharing their collections and treating them as entities that evolve, and increasing cross-institutional collaboration.

Storyscope can become a major aid to museums in achieving these goals. It can help museums to animate collections and establish commercial relationships with external bodies. Storyscope has the potential to empower museum professionals by enabling them to:

- Tap into digital collections and bring them to life through new access.
- Provide new insights on a collection by connecting it to other external collections.
- Generate and publish outreach activities and resources to extend these collections to new audiences in new ways.
- Facilitate sharing at peer level within museums through exploiting the research Dossier space.
- Stimulate community and societal engagement through the exchange of objects, ideas, discussions and stories.
- Provide software tools empowering culture and heritage organisations to collaborate on the creation, management, documentation and preservation of joint and touring exhibitions

4.2 Wellbeing, Participation and Sustainability

Museums will be encouraged to offer opportunities to people and communities to participate and co-produce. Success will be defined in terms of impact on the wellbeing of individuals and communities, and impact on the environment. There will be a shift from growth in attendance as the primary metric to quality of engagement and the impact on diverse audiences. Museums will develop partnerships with organisations beyond the cultural sector and will reduce their use of energy and other resources.

One of the results will be increased learning, more direct community involvement and influence on museum initiatives and activities. Some museum professionals describe this as reciprocal relationships where visitors are viewed as providers as well as receivers of knowledge. Wellbeing will be enhanced when people regularly learn, connect and commit their time to activities.

From a digital perspective software tools such as CMS, CRM, Web 2.0 applications and Virtual Environment planning applications will become more important in reducing environmental and energy costs.

At the conference, Decipher met several organisations already engaged in reciprocal relationship activities. The Mining Museum in Dorset is working on an initiative recording the working experiences of miners, to augment its collections. It clearly recognise that people and communities can provide essential knowledge and insights, which need to be documented before they are lost. Napier University is engaged in a reciprocal relationship project that positions the public at the heart of the exhibition by requesting digital objects for the gallery space. These initiatives invert the traditional museum engagement process. Storyscope can help them by:

- Providing software tools so that communities can develop exhibitions and seed discussions around them.
- Providing channels to record and preserve reciprocal initiatives.
- Creating online resources to facilitate engagement outside of the usual museum constraints e.g. opening hours and location.
- Delivering tools that help communities to be creative.
- Using software to save time and energy in exhibition management.

4.3 Workforce Modernisation and Sector Support

The exchange of knowledge and expertise is essential to the modernisation of the sector: cultural heritage organisations need to adapt to change and embrace new skills and knowledge, including business and entrepreneurship, ICT, and Social Science expertise. Introducing new skills around business and entrepreneurship will stimulate new opportunities within organisations; exchanges of collection-related content will create new responsibilities and roles for museum staff. Organisational restructuring will open up career paths for museum professionals and increase volunteering networks to create stronger links with communities.

We believe that Storyscope can support the process by:

- Providing a shared working space that allows staff of different experience and skills to collaborate.
- Providing a shared working space that allows museum staff to collaborate with communities and volunteers.
- Providing software tools that align with professional workflows.
- Designing user friendly, intuitive, and social software.

4.4 Challenges for the Sector

The museum sector wants to create accessible and inclusive organisations and services that are sustainable within supportive peer networks. However, they are operating in an age of austerity. Museum organisations are required to do more with less. Individual workloads and, in some cases, skill deficits are increasing as a result of reduced budgets, workforce redundancies, reallocation and merging of roles and responsibilities.

Museum professionals, in conference sessions and at the Decipher stand, talked about creating more meaningful interaction with the public via digital tools; transforming a traditional model of top-down broadcast from museum expert to a passive audience. However, although the web can display a previously hidden object, or create a dynamic forum for interpretation, dialogue and feedback, museums continue to have issues with the Internet in relation to protecting artists' intellectual property, managing licenses, and securing revenue streams. Engaging with the Internet also means confronting the ease of copying and transferring digital content and objects, and the potential risk of loss of commercial value to the organisation. There is also a challenge in addressing greater cooperation and collaboration, either within individual organisations or between several museums. Creating multi-venue touring exhibitions, pooling expertise and resources from several organisations, and interdepartmental teamwork within a single museum are all encouraged. However, museum professionals are anxious about the protection of confidentiality and ownership of research in progress, and the proper attribution of the resulting intellectual property.

There are some concerns that professionals may think Storyscope takes too much time to understand and use effectively, rather than reducing effort and freeing time for the user. In an era of restricted resources, Storyscope's acceptance will depend on whether it is perceived as delivering both quality results and greater efficiency.

Storyscope should enable multiple-user collaboration, but adequately address the privacy and attribution of original research. It should allow greater interaction between museum and user, as well as increasing accessibility to collections.

5   Prospecting & Networking

5.1   Generating Interest

The Decipher team members moved freely through the conference and exhibition, distributing promotional postcards and inviting delegates to visit the stand for a demonstration. The team kept a close eye on the presentation and seminar schedule to anticipate where attendees were gathering in large numbers to hear keynote speakers. When talks were finished the team distributed business cards and supporting promotional materials to people as they left, which resulted in significant increases in traffic to the stand.

On the ground promotion was also supported by the museum professionals who attended the talks and engaged in live tweeting at #MACDecipher. Decipher's participation in discussions drew significant interest from delegates and increased Storyscope's exposure throughout the event. Monitors and screens broadcast live tweets in a rolling display throughout the conference halls, in the social areas and around coffee stands. Many delegates said they visited the stand as a result of tweets about Storyscope.

5.2   Presentations & Feedback

The Decipher team had prepared a range of different materials for making presentations at the stand. Some visitors wanted to sit down straight away and look at the software, to see how it performed, the tools that it offered and how they might use it for their own collections. Others wanted to spend more time talking about the project objectives and the approach to the forthcoming trials. Most visitors discussed how Storyscope might complement the way they manage collections. Many of them mentioned their content management systems such as Adlib Museum (Adlib Museum Systems), MuseumIndex (System Simulation) and TMS (Gallery Systems) and asked how Storyscope might work with them.

Decipher concept videos to give visitors a quick overview of the software content they were curious about. Due to time constraints, many attendees were more interested in the printed brochure and auxiliary print materials so they could research the project further in their own time. Several returned the following day to discuss the project in more detail.

Visitors talked of online exhibitions, virtual galleries and microsites as way to make collections more accessible to the public. However, the costs of such outputs were often described as prohibitive and they were seen as difficult to re-use for other exhibitions or initiatives. Copyright issues, preservation policies, licensing of digital collections and management of orphan works were also raised as problems.

There was particular interest in the narrative outputs and publishing tools of the Storyscope software. This indicated that museum professionals have a need to generate websites and microsites of high quality whilst also keeping an eye on costs. If Storyscope can meet this need, it has a very strong prospect of being adopted by the museum sector. Storyscope's publishing tools, in conjunction with smart search facilities, hold a strong attraction for museum professionals who quickly understood the potential to create narratives using cultural objects in diverse digital collections with diverse outputs.

At the end of each conversation the team asked for contact details so that Decipher could follow up and keep them in touch with developments. The objective was to build up a cohort of professionals who are interested to take part in testing and who may use the software for research, management and digital exhibitions in their own collections. By the end of the event, the Decipher team had received over 60 business cards from museum professionals and generated a strong dissemination and exploitation contacts list[1]

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[1] A comprehensive Storyscope contacts list will be included in the restricted access deliverable D8.3.2 - Initial Exploitation Plan.

6 Discussions with Potential Customers

6.1 Introduction

The purpose of this section is to give a sense of the range of opportunities and uses for Storyscope with different audiences, based on specific conversations that appear to have strong prospects.

The first example, The Collections Trust, looks at a large organisation providing services and expertise to an extensive network of cultural heritage organizations in the UK and Europe. The opportunity for Decipher here lies in its alignment with The Collections Trust business aims and strategy and Decipher's ability to access an extensive customer base.

The second discussion with Napier University highlights a collaboration opportunity with another research centre around an international theatrical event. In this instance, Storyscope will be used by the public as an online object collection tool, which builds an exhibition around a specific event over one week. This sees the public as content generators creating their own online collections, seeding stories and narratives to share with each other.

The third example, London Transport Museum, examines how Storyscope can be used by a museum to generate new exhibition content. In this case, the proposition highlights Storyscope's timely arrival for the 100 year anniversary of WWI. The software will be used to tap into multiple collections for constructing stories around a specific theme - the commandeering of the London Transport fleet deploying troops to the Western Front during the Great War.

The fourth example, iBeaken, examines how Storyscope can be used for commercial purposes as a story generator for a company producing heritage tours that move beyond the physical confines of the museum.

6.2 Collections Trust

The Collections Trust's history stretches back to 1977 and the formation of the Museum Documentation Association. Since then it has developed into the UK's lead organisation for documentation and the management of information about museum collections. Over more than 30 years, the Collections Trust standards, publications, events and services have been used by thousands of creative and cultural organisations in almost every country worldwide to:

- Unlock the potential contained within their collections;
- Achieve internationally-recognised best practice standards;
- Engage with a wide range of new audiences worldwide;
- Develop new relationships with colleagues both online and face to face;
- Exploit the opportunities presented by new technologies;
- Reduce costs and manage their collections more efficiently.

Its extensive networks, centred on its Collections Link intelligence hub, help professionals connect, collaborate and share knowledge and expertise. *Collections Trust has extensive contacts with European Cultural Heritage institutions through the Europeana Culture Portal*. Collections Trust is also responsible for Culture Grid, which opens up a wealth of information from museums, galleries, libraries and archives: giving greater access to UK culture, arts and heritage. It has a growing range of resources with over 3 million items from hundreds of collections on all topics.

Nick Poole is CEO of the Collections Trust and a member of the Decipher Advisory Board. He has a strong working relationship with consortium member SSL. We will be meeting the Collections Trust at the Museums & Heritage show in May 2013 to report on the progress of Storyscope trials, aiming to arrange for the Trust to participate in Filed Trials in the latter part of the year.

There are good synergies between the Collections Trust's strategic aims and the Museum Association's vision for 2020. From a technical perspective, the Storyscope tools align with Collection Trust's objectives in the development of technical applications and business models to support excellence in opening up digital collections to the public. The Hackathon proof of concept provided a significant stepping-stone for focused and detailed discussions with the Collections Trust. We have moved from initial introductions towards scrutinising the opportunity and addressing technical and management details.

Europeana released its API in 2012 and Decipher has agreements in place to use Europeana collections as content for trials in the first quarter of 2013. There is an opportunity for Decipher to take a channel partner approach and leverage its relationship with the Collections Trust. It is attractive to Decipher for the following reasons:

- It has working relationships with hundreds of cultural heritage institutions.
- It has first hand experience and knowledge of technical, strategic and financial challenges that museum professional's encounter.
- It can provide introductions for prestigious cultural heritage customers from a position of trust (a very strong referral for Decipher).
- It can trial the Storyscope software and, if successful, champion our tools with its own customers.

The Decipher consortium plans to meet Collections Trust decision-makers in at a showcase event in May 1012 where we will report on the results of trials to date and develop plans for participation in Field Trials.

Related Links

Collections Trust
http://www.collectionstrust.org.uk/

6.3   Centre for Design Practice & Research, Napier University

The Centre for Design Practice and Research comprises academics and practitioners with expertise across a range of disciplines, including graphic design and branding, lighting design, product and furniture design, urbanism, interaction design, exhibition design, advertising, design ethnography, museum interpretation, moving image design, and architectural and interior design. It works on design research, consultancy, commercialisation, knowledge exchange, and offer continuing professional development courses, and research degrees. The Centre collaborates with business, local authorities, the public sector, and local communities seeking help in providing innovative and creative outcomes to a range of commercially and socially driven projects.

Decipher presented the software to Ian Lambert, Director of the Research Centre, and Paul Ryan, Business Development executive in the Institute for Creative Industries. The meeting included a demonstration of the software, explaining the definition of heritage objects, objects in collections, how they are used, and how they can be gathered and collated into a themed dossier. The dossier - Irish Troops on the Western Front in WWI - was presented in several different ways (thematic, chronological and aesthetic). The demonstrator showed how disparate cultural objects can be manipulated and highlighted to convey different perspectives as part of wider cultural and historical contexts. The final part of the demonstration showed simple visualisations of the dossier objects in the form of a map and a timeline. Feedback after the demonstration was very positive.

Napier indicated that Storyscope showed the most promise to them in the way the system facilitated content gathering at object level coupled with the ability to publish and share dossiers with other users. Napier is interested in using Storyscope to engage with the public as part of the outreach activities for an international theatre event in summer 2013.

Decipher has held follow-up meetings, which have resulted in an agreement in principle to use the Storyscope software to create an online event exhibition, to be promoted on the Decipher channels in conjunction with the event PR team. Storyscope will be trialled and curated by the Napier research staff and then extended to an exhibition that will accept object contributions from the public in response to a site-specific theatrical show.

Throughout the event, Napier will promote the Decipher research project brand and publicise the use of Storyscope software. This collaboration can be of high value to Decipher for the following reasons:

- It will provide access to wider audiences, using our software at the heart of a major exhibition event.
- Decipher will collaborate with both a research group and a creative organisation in software trials.
- It will demonstrate that the Storyscope software can facilitate public-facing artistic events and build new collections.

The next step in the process is for Decipher to report on the progress of its user trials due to start in March. Should the trials prove successful, the consortium has agreed to meet the Napier team in Dublin to finalise how the software can be used for the international event in August.

Related Links

Centre for Design Practice
http://www.napier.ac.uk/creativeindustries/centres/cdpr/Pages/Home.aspx

6.4   London Transport Museum

The London Transport Museum seeks to conserve and explain the transport heritage of Britain's capital city. The majority of the museum's exhibits originated in the collection of London Transport but the remit of the museum has expanded since the creation of Transport for London in 2000. London Transport Museum offers people an understanding of the capital's development and engages them in the debate about its future. The Museum holds collections of vehicles, signs, posters, photographs, ephemera, plans, drawings and contains over 370,000 objects, including more than eighty road and rail vehicles from the last two centuries. It also has an extensive research wing and is continually adding to the ways in which users can access and explore collections online.

The Decipher team met Sam Mullins, the director of the London Transport Museum, who is also a board member of the Museum Association and will be closely involved in developing a vision for the sector over the coming years. The Storyscope software was demonstrated with emphasis placed on three specific features. The first feature was on how curators can use Storyscope as a research space to create narratives that can be disseminated to the public in the form of online exhibitions. The second feature related to how research dossiers can be opened up and shared with colleagues to develop exhibition assets geared to specific audiences (e.g. content for museum tour guides and educational content tailored to school children). This highlighted how Storyscope can be a shared workspace for multi skilled teams to work on collaborative projects.

Finally we presented the 'Ireland on the Western Front' Dossier to demonstrate how Storyscope can access multiple online collections, such as collections aggregated through the Europeana portal. Feedback was positive and the demonstration of a WWI themed dossier led to discussions about London Transport Museum's plans to commemorate the 100 year centenary of WWI. Over 200 London buses were commandeered for use as troop transports behind the lines of the western front during the Great War. Consortium member SSL has a good relationship with London Transport Museum, which is a long-standing customers. Decipher will continue discussions with the Museum and has arranged to meet at the Museums and Heritage Show at London in May 2013. By this time the project will be in a position to report on the results of trials and clarify whether the Storyscope software can be used for some of their upcoming exhibition events.

Related Links

London Transport Museum
http://www.ltmuseum.co.uk/

6.5   iBeaken

iBeaken produces a low-cost, self-service platform for telling stories about objects and works of art on museum and heritage sites. iBeaken had an exhibition stand beside Decipher at the Museums Association conference. They

were very enthusiastic about the Storyscope software, but foresaw major development and marketing challenges. They doubted that Storyscope would realise its potential in an environment where museum professionals are struggling with resources. In their view, Storyscope would require a dedicated team using the software every day in order to extract the most value from the application tools. A great deal of time would be spent tapping into collections. Museums are confronted with economic, technical and resource challenges, which would be a major barrier to Storyscope's uptake in the Museums and Heritage sector

The challenges led to discussions about how to get the best results for Storyscope by using inputs from other sources. For example, could Storyscope be seen as a kind of Wikipedia, with an online presence that is open with editing permissions for everyone? Could it be a community-based application where people gather and make contributions around their topics of interest? Can it use crowd-sourcing techniques to collect content, build discussions and communities? In these cases, do Museums need to be involved at all? Perhaps Decipher needs to explore how Storyscope can be used in different ways for example, an application for Museum professionals installed on the internal museum network as a collaborative workspace for sharing collections research?

iBeaken had some very specific ideas on how Storyscope might benefit its own commercial operations. Storyscope could improve the business by being used as a content generator application for heritage tours. "Storyscope can help us get all the elements together to form a story and rework the elements to create formats for the public", producing outdoor tours that use point of interest information in specific locations. Having looked at the Western front screencast iBeaken suggested that Storyscope could be used to develop interactive WWI battlefield tours in Northern France and Belgium. iBeaken pays academics and historians to write cultural tours and talked of licensing the software as a research and story generation tool that would record, document and manage their tour generation processes.

iBeaken has visited Dublin to discuss the opportunity further. Decipher will meet them at the Culture and Heritage show in London to report on trials and develop the proposition

Related Links

iBeaken company website
http://www.ibeaken.com/en

7   Conclusions

7.1   Next Steps, Exploitation

Decipher continues to develop good relations with museum professionals and organisations by expanding its network to a multitude of consultants and practitioners in the Cultural Heritage sector. Using a consultative selling approach, the consortium has learned of the challenges facing the sector. The engagement has been extremely informative and helped clarify the consortiums understanding of Storyscope's position in the Market and potential impact of meeting sectoral challenges.

Decipher has the potential not only to deliver internal software solutions for museums but also to expose collection content to a wider public audience. This feature was positively received, as it addresses high priority needs around generating greater public awareness of collections and sharing them with the public.

A number of trial partners have been identified to participate in trails over the remainder of the project. The Decipher exploitation plan aims to turn trial partners into future customers by developing a relationship of trust with Museums that encourages them to continue using Storyscope after the project finishes in December 2013.