

visualplanet™

## Case study

Samsung's History of  
Innovation museum: powered  
by the touchfoil™



## Samsung's History of Innovation museum: powered by the visualplanet touchfoil™

Only a few companies have had such a dramatic impact on the world's stage of electronic products over the last 10 years as Samsung.

Back in 2002, Samsung became the world's largest supplier of memory chips. Ten years later they overtook Nokia - market leader since 1998 - to become the world's largest mobile phone manufacturer by unit sales.

So when the visualplanet touchfoil was chosen as the touch sensor technology of choice to enable interactivity in Samsung's History of Innovation museum, we were obviously delighted and honored to be associated with such an innovative company.

### WHY THE TOUCHFOIL?

The touchfoil was chosen specifically because of its design flexibility. The touchfoil is mounted behind the glass so it does not restrict the creative freedom of the museum designers. The bespoke transparent displays were mounted behind templates which created irregular shapes and sizes; whilst traditional touch sensors such as IR frames could not be adapted to accommodate this, the touchfoil fits in seamlessly.

Last month visualplanet's Founder & Director, Vernon Spencer and Product Manager, Dan Spencer visited The Samsung Museum of Innovation in Suwon, South Korea with our long standing partners of 7 years, AVA Vision.

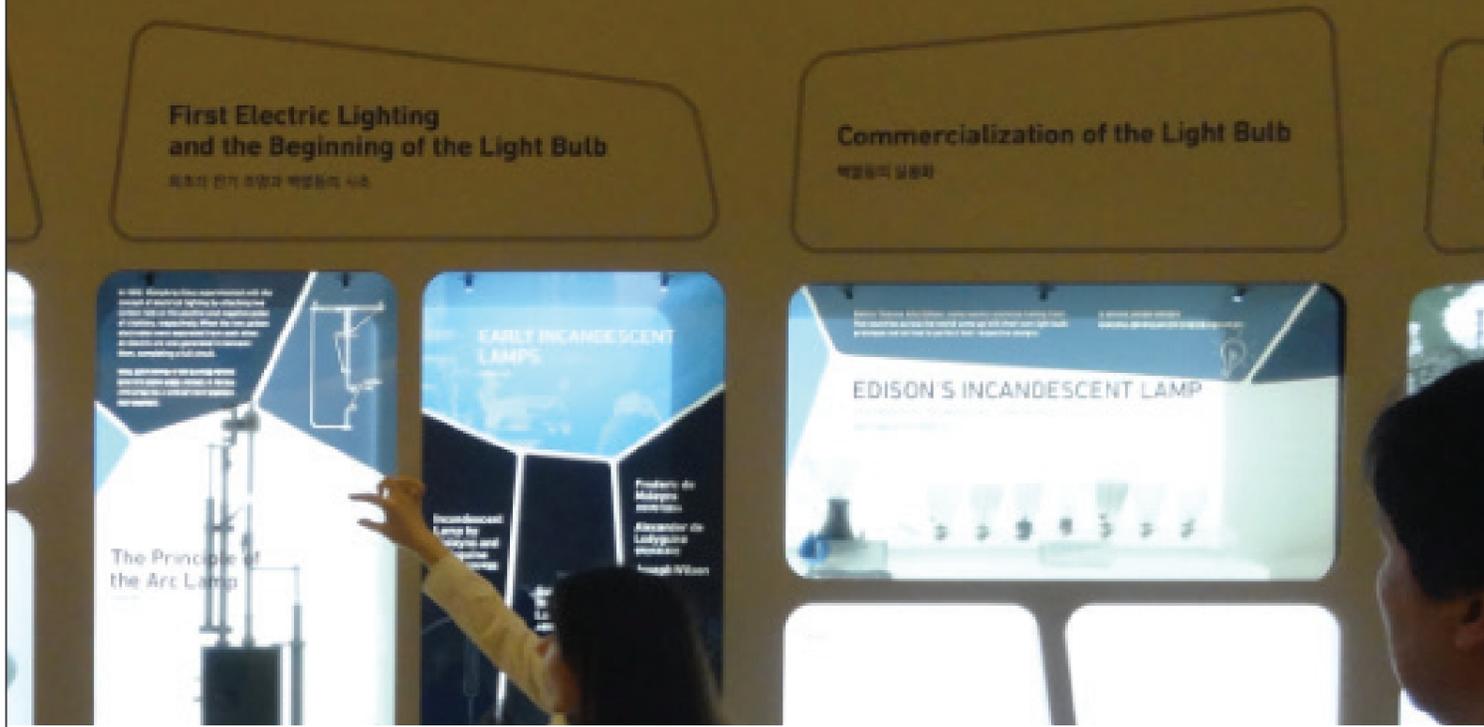
### 45 YEARS OF INSPIRATIONAL INNOVATION

The museum has been created to mark Samsung Electronics' 45th anniversary, showcasing the developments in technology and Samsung's progressive products over nearly half a century. The museum spans over five floors featuring 150 inventions and products.



“The thought, ingenuity and scale Samsung have put into their Innovation Museum was inspirational. Tracking the developments from the initial discovery of electricity, through to present day and beyond - presented in a real and digitally integrated environment - was truly breath taking, all set in such a fantastic purpose built facility. This certainly is a fantastic way to integrate real world artefacts into the digital world.”

**Vernon Spencer,**  
visualplanet Director



### THE POWER OF TOUCH

The first and second floors of the exhibition are highly interactive and particularly exciting for visualplanet, featuring 70 touchfoils, installed by our partners AVA Vision. Many of these visualplanet touchfoils have been used to add touch capabilities and enable interactive engagement to transparent displays, providing information on the exhibit.

Transparent displays were used to enable Samsung to create a unique visual experience that was both virtual and real, with physical objects mounted within the enclosure of the display.

“I was extremely pleased with how our partners AVA had designed in 70 visualplanet touchfoil products into a range of interactive exhibits, especially the way that the transparent LCD enabled a whole new interactive exhibit experience. A truly inspirational place; which really showcases the capability and flexibility of the touchfoil.”

### SIMPLY TOUCH THE SCREEN TO BEGIN YOUR JOURNEY ...

Interactive signage in museums allows visitors to search for more detail on the specific topics they want to find out more about, enabling them to instantly adjust the detail of information to their requirements, language and learning levels. Visitors can play games, watch stories, investigate further and test their knowledge - helping them to learn more and engage fully - creating a truly personalised experienced.

In a world where immediate access to information and knowledge has come to be expected at the touch of screen, there is a requirement for museums to keep up with the technology shift and to stay connected to audiences - keeping the magic of museums alive.

The visualplanet touchfoil effortlessly 'designs in' to existing displays to add touch capabilities, integrating seamlessly without disrupting the ambiance of the museum.

The touchfoil encourages curiosity and enables visitors to expand their knowledge, by displaying more of the museum's wealth of expertise than would ever fit on a simple plaque!



Now enjoy the world  
of touch

visualplanet™

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