

IBM CUSTOMER FACING SOLUTIONS

Eternal Egypt

Exploring Eternal Egypt from the palm of your hand

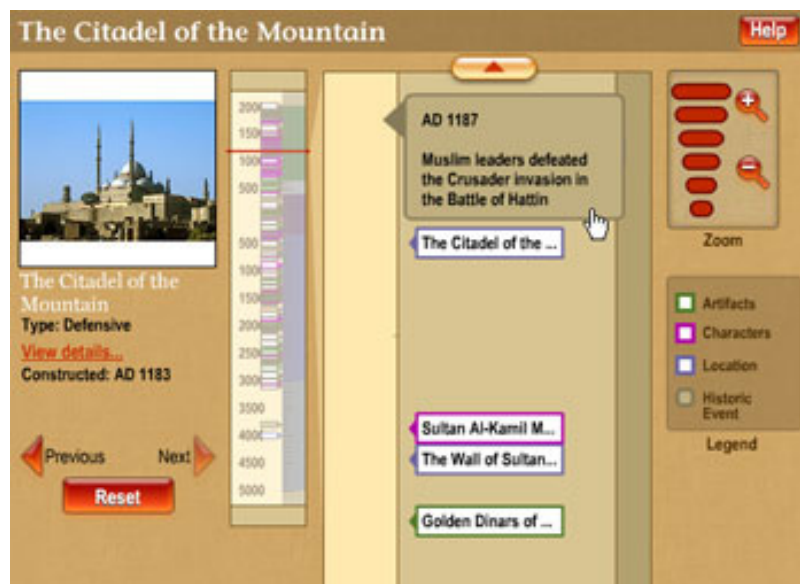


Challenge

The Egyptian Center for Documentation of Cultural and Natural Heritage (CultNat) faced the challenge of recreating over 5000 years of Egyptian history for the virtual world. CultNat needed IBM's expertise for three inter-related projects: 1) Develop the eternalegypt.org website; 2) Create an Eternal Egypt digital guide; and 3) Create an Eternal Egypt digital guide for mobile access. Our team was eager to help and, in conjunction with CultNat, we unearthed a treasure trove of cutting-edge digital solutions for the Eternal Egypt project.

Solution

Much of the project required delivering the same content across a variety of platforms. With this in mind, our team began by developing the website component. Our designers and developers created the overall look for the website, incorporating many interactive features such as the ability to zoom in on artifacts using a multimedia viewer developed by the Toronto team. The website employs an administrative system based on IBM WebSphere and DB2 technologies that dramatically simplifies the curator's responsibilities for categorising the artifacts and updating content.



The Eternal Egypt Digital Guide solution incorporates a Pocket PC handheld running a custom Flash-based interface, once again designed by the Toronto team and developed in conjunction with the Chicago team. The goal for the Digital Guide was to create a story-based experience for Egyptian Museum visitors in Cairo that would make sense of the Museum's massive cache of antiquities. This solution also features an integrated content management tool, making it easy for curators to update or modify the Digital Guide's content.

Results

Our team's Digital Guide for Mobile Access solution took the content from the Eternal Egypt website and formatted it for mobile phones and networked devices. From the palm of your hand, you can explore Eternal Egypt from anywhere in the world. You can also take location-specific tours if you are physically at sites such as the Giza Plateau, Luxor Temple, and the Egyptian Museum. This project has earned prestigious accolades from around the world including a World Summit Award - winner in e-Culture; a Webby Worthy Selection Award at the 9th Annual Webby Awards; and the Best Innovative or Experimental Application for Museums and the Web 2005 Best of the Web.

<http://www.eternalegypt.org>