



**NUITEQ® supports Audioteknikk to deliver innovative solution to Norwegian museum**

A CASE STUDY BY

**NUITEQ®**

## SUMMARY

The Norwegian PR company Dinamo was appointed by the Eidsvoll 1814 museum to produce a new exhibition titled "The Democracy Center for Youth". The aim of the exhibition was to show that young people, aged between 12 and 16 years old, are an essential part of democracy, and that their voice and opinions are important to the community.

For this exhibition, Dinamo appointed NUIEQ's partner Audioteknikk to be in charge of delivering the technical solutions to create the exhibition.

Using NUIEQ's Snowflake software, Audioteknikk delivered an unprecedented interactive experience to the museum's visitors. The Democracy Center for Youth exhibition turned out to be a successful and innovative project, and won GOLD at the Gulltaggen awards in 2015, in the Information category.



## THE CHALLENGE

The PR company's challenge was to offer a memorable experience to the young visitors of the Democracy Center for Youth exhibition. The aim of the experience was to inspire, and at the same time, challenge the youth and make them aware of the fact that their opinion is valued in the democratic community. To create this exhibition, a technical solutions provider was needed to implement a unique interactive experience.

Audioteknikk had already successfully delivered other technical solutions to the museum and was therefore recommended to the PR company, as a technical solutions provider that can respond adequately to its needs.



## THE SOLUTION

To make the Democracy Center for Youth a reality, Audioteknikk implemented seven different interactive stations that take visitors on a journey through time. Each station allows users to learn about democracy through immersive audio, video and interactive touchscreen activities. Visitors have the opportunity to express their opinions on political matters by interacting with the stations. The stations allow the visitors to see the results of their activities transferred to other parts of the museum and also be able to review their visit online when they get home.

Visitors walk around with a Near Field Communication (NFC) card. NFC is used to exchange data between two devices, one of which is usually a portable device. The Snowflake software can read and scan the NFC cards at different stations to perform actions.

At one of the stations, visitors can place their digital signatures, using their finger on a "youth's constitution". On another station photos can be taken. A paint filter is added to the photo, which makes it possible for the visitors' painting to be displayed on a wall. The goal is to make the visitors see themselves on the wall in a similar way as the creators of the constitution. There is also a station, where visitors can scan their NFC card to see their latest photos. Furthermore, there are several stations where the visitors are challenged by difficult political questions, and where they give their input with a RFID card.



**"The most important capability that NUIEQ offers, is the flexibility to customise solutions. By utilizing the Snowflake software, it is possible for our client and us to both use a stable platform and get customizable functionalities. Snowflake is in my opinion the best possible choice available on the market."**

**says Eirik Jahre,  
CEO at Audioteknikk.**

## RESULTS AND FUTURE PLANS

Audioteknikk specializes in projects similar to the Democracy Center for Youth. This particular project has been an important part of showing their potential new customers that they are one of the leading companies that provide technical solutions to the museum market.

The exhibition was a success and the innovative nature of the project ensured that it won the GOLD award in the Information category of the Gulltaggen awards - the largest event in Norway within innovation, communication, digital marketing, leadership and creativity.

**"The Democracy Center for Youth"**  
was a successful and innovative project and  
has been awarded with the GOLD Award at:

**GULLTAGGEN 2015,**

in the category:

**INFORMATION**

NUITEQ and Audioteknikk are pleased with the amazing results their combined knowledge brings to projects.

**"The Snowflake software helps us to deliver a special customized touch screen solution, where other systems fail to deliver the "wow" factor. The cooperation with the programmers at NUITEQ is fantastic. They can meet the special demands from the designers to take the extra step to deliver beyond what the competition can."**

says Eirik Jahre,  
CEO at Audioteknikk.

**"We are pleased with the successful delivery of the solution, as it was a challenging cutting edge tech project. It was a pleasure to collaborate with Audioteknikk on yet another high tech project and we're looking forward to work together on the next one."**

says Harry van der Veen,  
CEO at NUITEQ.

You can learn more about the Democracy Center for Youth by visiting the exhibitions' official website: <http://demokrati.eidsvoll1814.no>.

## ABOUT AUDIOTEKNIKK

Audioteknikk is a firm that delivers installations, projector solutions and has deep experience within the audio, video and related technical solutions space. The company offers solid expertise, while prioritizing guiding our customers through their latest solutions. Their customers include schools, museums, the defence department, churches as well as the private sector.

For more information, visit [audioteknikk.no](http://audioteknikk.no).



## ABOUT NUIEQ®

NUIEQ® is a world leader in collaborative touchscreen software that enables natural interaction. The company is re-imagining and redefining education, meeting room & entertainment technology. Its software suite of collaborative apps helps to attract audiences, engage them and leave memorable impressions. The Snowflake software is used in over 70 countries. NUIEQ's vision is to empower educators, business professionals and companies in their day-to-day work through the use of touchscreen technology.

For more information, visit [www.nuiteq.com](http://www.nuiteq.com).

### MEDIA ENQUIRIES

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