



Client Case Study

Ajman Museum

History comes to life at the centuries-old Ajman Museum

Organization

Ajman Museum

Location

Dubai

Market

Entertainment
Museum

Ajman is one of the seven Emirates in the UAE. The Ajman Museum makes its home in an 18th-century fort. Surviving for centuries through Ajman's independence and attempted invasions, the impressive structure served as the ruler's residence until 1970 before it was converted into a museum in 1981. The museum exhibits are housed in various buildings around a courtyard.

The museum aimed to bring the entire Emirate to life through historical exhibits housed within ancient stone walls. The museum wanted a complete overhaul of its spaces to honor the region's history while delivering immersive experiences enhanced by audio-visual technology.

When MTE Studios wanted an experienced partner to complete this complex project, they reached out to AVI-SPL to help deliver the museum's new customer experience vision.

When MTE Studios wanted an experienced partner to complete this complex project, they reached out to AVI-SPL to help deliver the museum's new customer experience vision.

[Watch the video >](#)

Mission

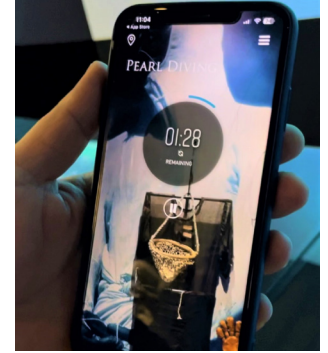
The museum celebrates the history of Ajman and life as it was for its residents as far back as 3000 BC. A challenge for the museum's project partners was to leverage the latest technology in discreet ways that enhanced and honored the historical nature of each exhibit. It was essential that technology did not disrupt the visitor's journey back in time.

The team was tasked with maintaining the integrity of the antique building structures while designing and installing the new technology. In addition, Museum staff wanted a touchless visitor guide system that required limited input and was easy for customers to use.



Action

MTE developed a self-guided tour app to work in tandem with the updated exhibits. The AVI-SPL team designed custom AV installations to enhance the historical artifacts throughout 20 exhibits in each museum building.



Upon entering the courtyard, visitors simply scan a QR code to download the Ajman Museum App. The app offers a museum introduction, a guided tour, and a map. When visitors use the app, Quuppa Q17 indoor and Q35 outdoor locators trigger audio cues for the exhibits and other areas of interest. Audio is available in Arabic and English to accommodate personal language preferences.

The AVI-SPL team leveraged Dante and Q-SYS to process and deliver audio throughout the museum. Each exhibit also includes a Crestron touch panel that runs a custom application designed by AVI-SPL to manage audio playback and volume adjustments.

AVI-SPL avoided latency issues with precise tracking. The next audio sequence is automatically triggered when a guest steps less than one metre between exhibits.

Tour highlights

The visitor journey begins in an introduction space. Christie Captiva projectors are discreetly hidden in an artificial sand dune and project welcome messages seamlessly across two walls above the dunes. AVI-SPL technicians installed Genelec 4430AM speakers on overhead wooden beams to provide audio for the projection mapping and preserve as much of the original building interior as possible. Guests can also explore the region's history through five interactive displays with PQ Labs overlays.

Traditional marketplace

Visitors continue into a long corridor filled with the shops of a traditional Emirate marketplace. Each shop features its own locators, automatically triggered audio, and immersive displays.

Scents of coffee and spices delivered by an Aroma Ecoscent SJ02 scent deployment unit greet visitors and add to the realism of the marketplace experience. The shops showcase different trades found in a traditional marketplace, and set dressings are enhanced with Christie projectors and BrightSign video playback. Some experiences also include a virtual storyteller.

In the plaster burning shop, AVI-SPL combined smoke and lighting effects paired with Christie projection to create a lifelike experience.

“

Each of these shops features a dedicated storyteller. To enhance the immersive experience, we utilized a Samsung 75-inch display, creating a lifelike sensation of a person engaging directly with you. Additionally, speakers are available to ensure audio accessibility, providing an extra layer of flexibility for those without phones.”

Narzulla Bazarov, AVI-SPL Project Specialist.
[Inavate, "Bringing History to Life at the Ajman Museum," May 7, 2023](#)





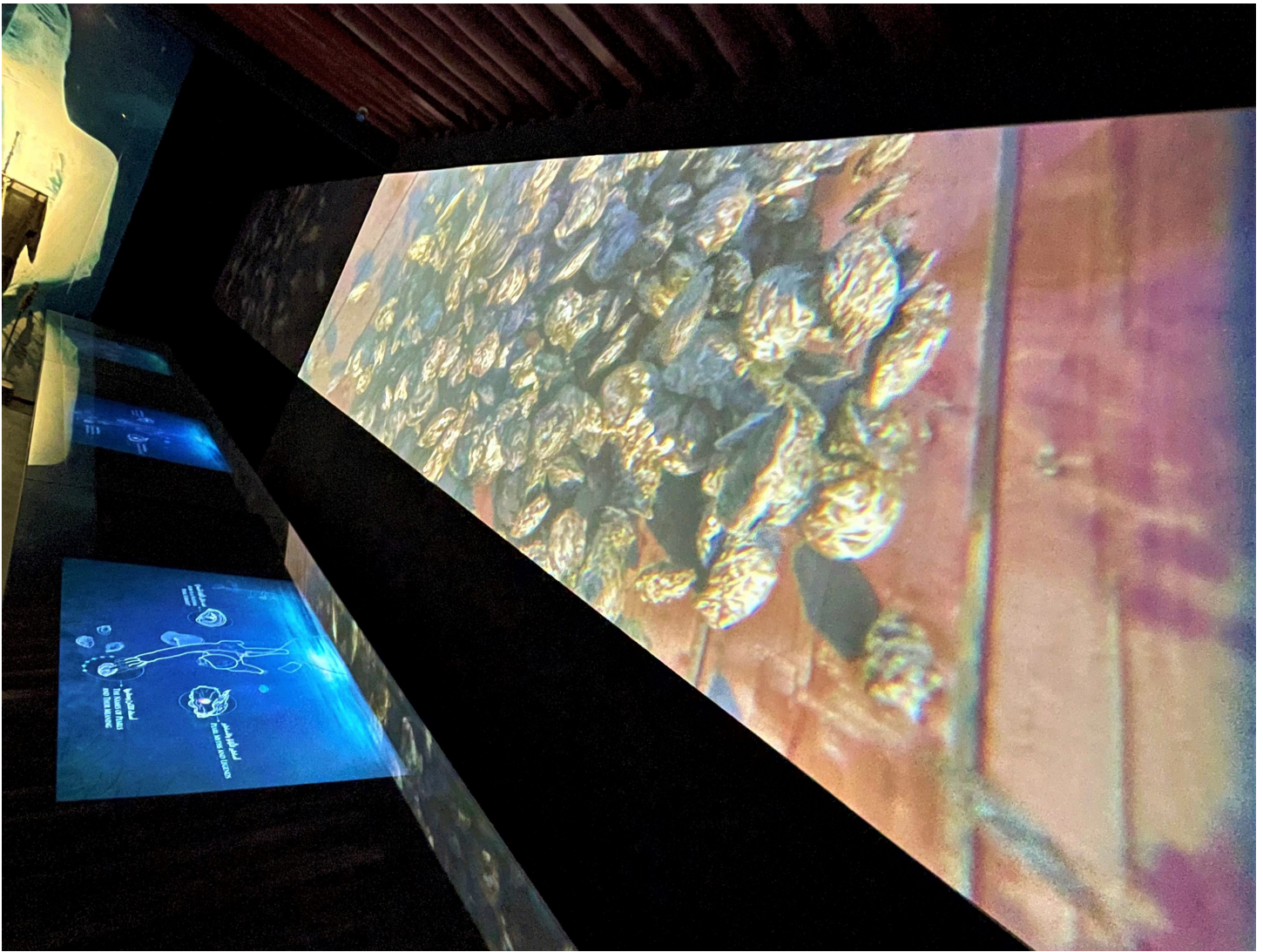
Men’s and Women’s traditional medicine

The medicine area includes two rooms showcasing men’s and women’s medicine. The exhibits leverage Samsung displays, Christie projectors, and Brightsign video playback to add interactive content to an environment originally filled with only mannequins. In the men’s medical exhibit, AVI-SPL added a lighting control system to complete the immersive experience. Pre-programmed controls light up different displays in sync with the on-screen content, highlighting different parts of the story. Crestron and Brightsign components help the team expertly control the lighting timing throughout the experience.

The women’s medical display features something different to vary the visitor experience. Two iiyama multi-touch displays let visitors play games, explore the human body, and explore traditional dress for men, women, and children. A Logitech camera captures visitors’ images, and they see themselves wearing historical clothing.

Next, visitors are transported to a cool, dark environment to explore what being an Ajman pearl diver is like. The mood of traditional pearl diving is set by underwater scenes powered by Samsung displays and Christie projectors. Projectors with ultra-short throw lenses create a dark, 6995 x 1950 underwater environment. The space also utilizes 46-inch monitors with Displax touch film overlays attached to the glass to make the room feel like the depths of the ocean.

With so much Ajman history to uncover, guests won’t want to miss the archeology room. AVI-SPL’s challenge was to display faded artifacts while hinting at their original glory. Artifacts such as pottery are brought back to life in vivid detail. Details are superimposed over ancient pottery using a transparent display. Visitors see historical pieces as they looked thousands of years ago.



Impact

Preserving history while delivering experimental experiences using modern technology required thoughtful engineering and installation. AVI-SPL delivered an imaginative AV system that adds interactive experiences to the traditional museum experience.

With the Ajman Museum app, guests explore each space freely. Automated audio playback eliminates long queues and allows the free flow of visitors throughout the museum. Visitors can take a personalized journey at their own pace.

“As an integrator, our primary focus was to understand and deliver exactly what the client envisioned. We take great pride in enhancing the

museum experience while maintaining the essence of each cultural exhibit. It is truly rewarding to showcase the remarkable journey of Ajman Emirat, spanning from their humble beginnings to the present day, leaving a profound impact on every visitor.” - Narzulla Bazarov, AVI-SPL Project Specialist. [Inavate, “Bringing History to Life at the Ajman Museum”](#)

AVI-SPL also fulfilled the museum’s request to implement a low-maintenance system with cloud connectivity for effortless remote troubleshooting. This strategic choice not only ensures seamless operations but also places the institution at the forefront of technological integration.



About AVI-SPL

AVI-SPL is a digital enablement solutions provider who transforms how people and technology connect to elevate experiences, create new value, and enable organizations to thrive and grow. We are the largest provider of collaboration technology solutions, which include our award-winning managed services. AVI-SPL's highly-trained team works hand in hand with organizations worldwide – including over 80% of Fortune 100 companies – to strategize, design, deploy, manage, and support AV and UC solutions that are simple to use, scalable, serviceable, and measurable to ensure business objectives are achieved. Visit avispl.ae to learn more, or connect with AVI-SPL on Twitter and LinkedIn.

Featured Partners



Contact us

US: 1 866 708 5034

UK: 0800 181 4425

GERMANY: +49 6103 4857-0

HONG KONG: +852 5971 0011

CA: 905 695 2202

UAE: +971 4 810 8100

INDIA: +91 11 66544041

MEXICO: +52 81 2090 1800

Subscribe

 [Enews](#)  [Podcast](#)

Follow AVI-SPL

