

Cybercom Gives New Life to the Royal Armoury

Cybercom gives new life to the websites of the Royal Armoury, Skokloster Castle, and the Hallwyl Museum. To meet a new generation of visitors, Cybercom is expanding the museum's digital channels with new, interactive web sites and increasing its social media presence.

"The new web sites developed by Cybercom will give our visitors a brand new experience, starting online," says Emma Reimfelt, web strategist at the Royal Armoury. "Visitors will be able to visit each room and investigate objects from the collection virtually."

Cybercom is developing the museums web sites (see lsh.se, livrustkammaren.se, skoklostersslott.se, hallwylskamuseet.se) using Drupal and a focus on interactivity and participation. The intention is for teachers and school classes to be able to access the museum archives.

"Developing web sites for some of Sweden's most famous museums is an exciting challenge," says Adam Hassan, Cybercom account manager for the Royal Armoury. "Modern technology, interactive objects and other visual and graphic solutions will in the future allow the museums to make virtual exhibitions."

The museums will also be among the first in Sweden to join the Google Art Project, a Google initiative that partners with museums around the world to bring visitors the opportunity to study various artwork in detail online.

In conjunction with the new web sites, the Royal Armoury, Skokloster Castle and the Hallwyl Museum will launch an online searchable collection (emuseumplus.lsh.se). Visitors to the online database can browse and search information and images of more than 80,000 articles.

Museum visitors online will also be able to comment on, send questions and share information on the historically significant collections that include interiors and objects that are centuries old.

The new sites are being launched now in March. Cybercom develops the concept for the various web sites, develops the technologies for the sites, and integrates the web sites with social media channels.

www.cybercom.com [1]

Posted by Janine E. Mooney, Editor

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