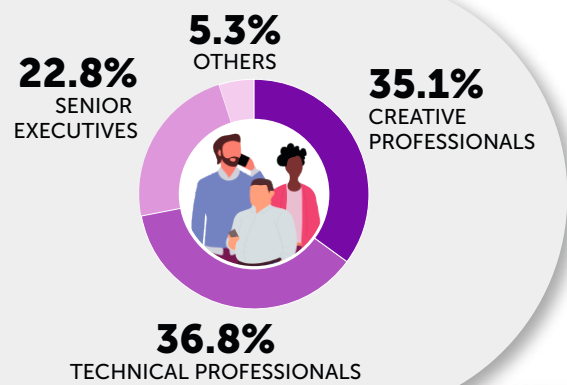


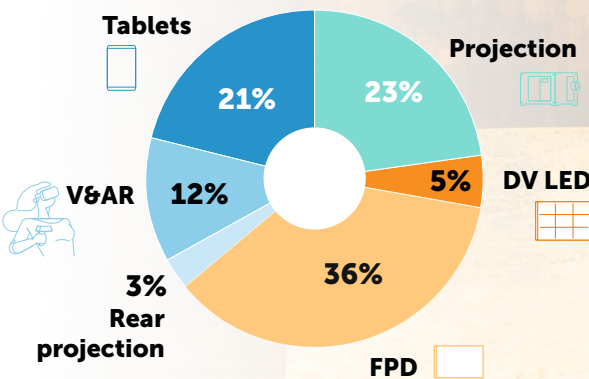
# Decoding museum visualization choices

To better understand the evolving landscape of museum technology and the perspectives of those who shape it, we conducted a comprehensive survey involving over 300 experts in the museum industry. This diverse group, representing approximately 150 different organizations and venues, provided valuable insights into the decision-making process behind their selection of visualization tools.



## 1. Preferred technologies

Flat panel displays (36.2%) and projectors (23.2%) together make up over half of all visualization technology across our respondents. Tablets and virtual/augmented reality sets are the next choice, followed by direct view LED and rear-projection installations.



### Decode the choices

Flat panel displays are favored for their ease-of-use, projectors for their cinematic feel and wow-factor, and tablets for their interactive capabilities.

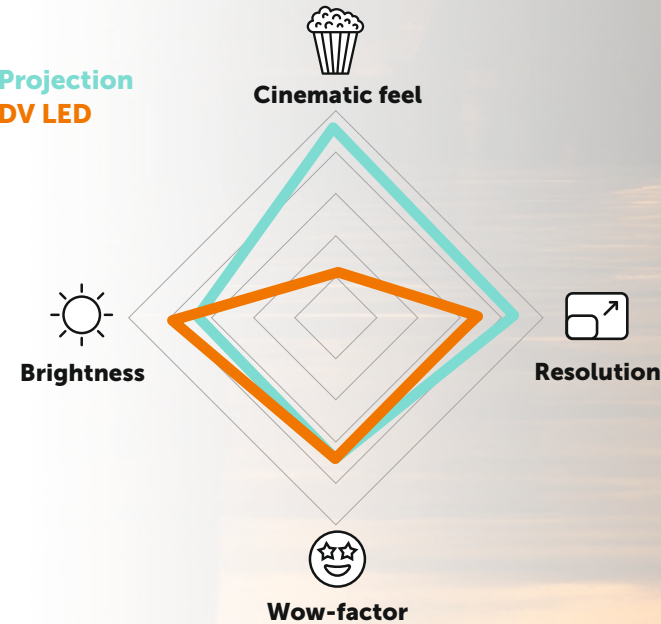
## 2. Decision influencers



## 3. LED vs. Projection

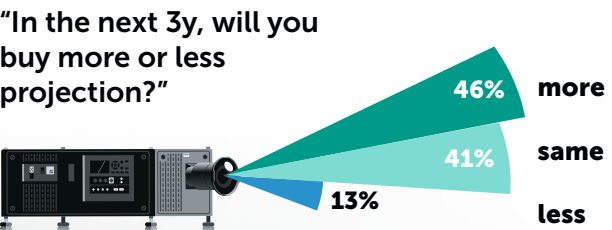
In our survey, projectors are highly rated and valued for their cinematic feel and the ability to cover large surfaces, making them ideal for dynamic and immersive exhibits.

LED, on the other hand, can be prohibitively expensive for many institutions and require intricate setup and maintenance, making them less practical for museums seeking straightforward and cost-effective solutions.



## 4. Projection is a keeper

Projection technology will continue to be a relevant component in museum visualization strategies, with over 80% of respondents indicating that they will continue to invest and utilize it in the next three years.



Many organizations are looking towards high-resolution laser projectors to improve display quality and enhancing visitor engagement through immersive projection environments. This revolution in resolutions is already ongoing, with 42% of the respondents currently having their content in 4K and 50% wishing to switch and have their content in 4K over the next two years.



## 5. What does the future hold?

"If you could direct scientists and engineers to advance museum visualization technology what should they focus on?"



## 6. The Barco portfolio

Higher brightness and higher resolutions in smaller boxes, high quality lenses with short-throw ratios... All wishes that are dear to our Barco hearts!

The Barco portfolio offers a range of models designed to meet diverse projection needs. The Barco G-series and i600 entry-level projectors provide uncompromised laser projection at competitive pricing. These projectors are compact, energy-efficient, and come with a wide lens range – long and ultra-short throw – for optimal configuration options. These projectors deliver premium value and quality, making impactful experiences accessible even for small museums with limited budgets.

