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Publishing and Distributing

15 PUBLISHING AND DISTRIBUTING

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While interactive multimedia can provide a new basis for professional work in the museum itself, we will in this session focus on the present and future users of these technologies in communicating the material of the institution to the public. Not only the holdings themselves: by careful and pedagogical planning it is possible also to expand the scope to include supplementary factual, historical and social information. In order to stimulate interest with the public an element of "edutainment" is often included in the products.

The papers in this session give a presentation of existing products and projects in progress as well as an overview of the technologies at hand. A central message is for museums to cooperate with fellow institutions wherever possible both to share and further develop their templates and design competence and in order to lower the costs of preparation and production.

Two good pieces of news: The technology of today also offers a poor man's solution to beginners in multimedia. Moreover the technology behind interactive multimedia is becoming increasingly standardised. This means for example that your product may find users outside you own institution and be part of a steadily growing cultural and educational multimedia data bank. The authors of these papers are leading producers of multimedia products.