



Smartphone Apps for museums and galleries



iPhone and Android apps are becoming more and more important as an interpretation, marketing and audience development channel for cultural organisations. Surface Impression has developed a technical and editorial framework to allow museums to enter the smartphone app market both quickly and economically.

With your museum app you will be able to:

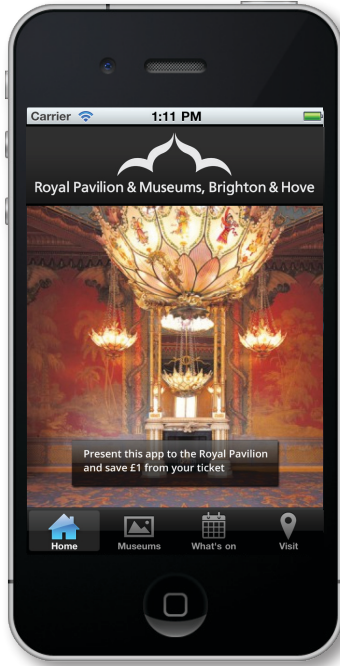
- Use your website content to update the app directly
- Add custom content just for the app
- Build in vouchers and other loyalty schemes
- Keep your “brochure” content constantly up to date
- Publicise events, news, special offers and promotions easily
- Connect with Twitter, Facebook and other web services
- Get the museum into the search results of the Apple and Android app stores (and by extension increase your presence in web searches as the app store listings will also be found there)

Once the museum has a presence in the world of apps, the offer can be extended with such items as walking trails, gallery guides, interactive quizzes or learning activities. The possibilities for engagement are limitless!

Surface Impression is an imaginative and innovative digital development company based in Brighton. Since the company was founded in 2001, we have specialised in delivering websites, applications, interactives and other resources for cultural heritage, arts, charitable and educational institutions.

SELECTED CLIENTS

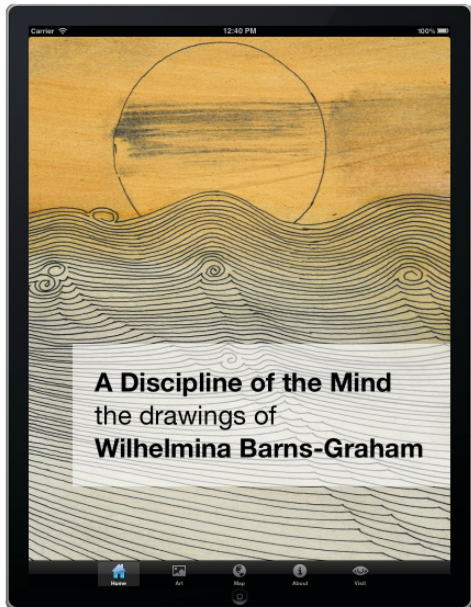
Ashmolean Museum
Arts Council
Artsworld
BBC
The Bodleian Libraries
Brighton Museums
Brighton University
British Council
Cayzer Archive
Channel 4
Chertsey Museum
Disability Arts Online
Eva International
Fabrica
Find Your Talent, Hampshire
Four Corners Film & Photography
The Institute of Psychoanalysis
The Jewish Museum
Jodi Awards
Lewes Priory Trust
London Hub of Museums
Middlesex University
Museum of London
My Learning
National Archives
NHS
Pallant House Gallery
Perth Museum & Art Gallery
River and Rowing Museum
South East Grid for Learning
Sussex Housing & Care
Sustained Theatre
Wordsworth Museum
World Cancer Research Fund



Royal Pavilion and Brighton & Hove Museums: The app we created for the five museums under Brighton & Hove councils has been a huge success in its first year, well exceeding download expectations and attracting a high take up of an app-based special offer.

www.itunes.com/apps/brightonmuseums

Wordsworth Museum: This app expands the possibilities for interpretation in a literary museum. As they tour the museum, visitors are encouraged to explore the pages of manuscripts, notebooks and other tomes in depth via video clips narrated by the curator. Coming soon...



Perth Museum and Art Gallery: This tablet and phone app showcases the drawings of the artist Wilhelmina Barns-Graham, "one of the most significant British artists of the 20th century" to tie in with an exhibition at the Perth Museum and to support the aims of the Barns-Graham Trust. Viewers can comment on the pictures at the places they were drawn, and even contribute their own photos of the view. www.itunes.com/apps/barnsgraham

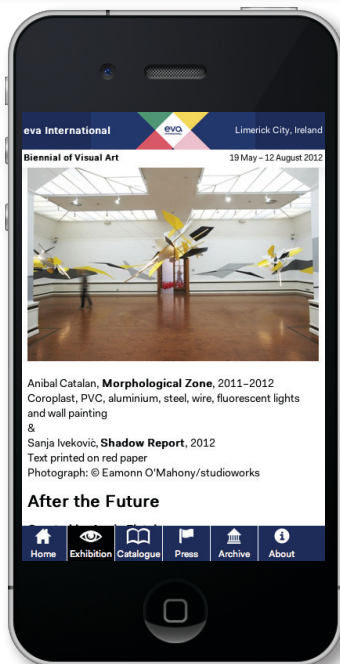
HTML5 MOBILE SITES

Of course, an app is not always the right solution for every situation. Sometimes, a mobile-optimised website is the right thing for the audience or the publishing context. Here are some of the mobile-friendly sites we've produced:

treasures.bodleian.ox.ac.uk: a mobile version of their Bodleian Libraries' flagship online exhibition.

eva.ie: the phone-based version of this Limerick-based international contemporary arts festival.

brightonworldstories.org.uk: a truly integrated mobile, gallery interactive and web media project for Brighton Museum's new *World Stories, Young Voices* gallery.



PRODUCTION STAGES

- 1:** Meet to decide content strategy and decide on the sections the app will contain
- 2:** Surface Impression develops "data connector" which will repurpose website content into a data format which can be read by the app
- 3:** The app is coded and becomes a working prototype that can be demonstrated "live"
- 4:** The prototype is proof-read and tested. Any necessary changes and text edits are put in to the app
- 5:** Once signed off, the app is submitted to the Apple and Android app stores
- 6:** When the app has proceeded through the app stores' approval process, it will be available to the public
- 7:** Performance is monitored and any bugs that might emerge are fixed via app store updates. Usage is also monitored so audience behaviour can be assessed.

F E E S

The "going rate" for developing bespoke apps can be very high, often quoted at £10,000 or even more - and this may well be the right way to go if you're seeking funding. However, our system is simple to implement and easy to maintain, so we only need to charge a few thousand pounds to achieve a result that is both high quality, and tailored to your needs.

Call Peter Pavement today on 01273 958600 to discuss your potential app project.