



**PHILIPS**

Professional  
Display Solutions

Case Study Public Venues

# COMM reinvents itself as an interactive museum of communication

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*We worked with Philips to achieve a modern, state-of-the-art way to draw customers into our museum and to display our communication.*

Tobias Walraven - Managing Director at COMM



## Background

Established in 1929 by a private stamp collector, the Museum for Communication was created to showcase the history of post, philately, telegraphy and telephony. Since its humble beginning, the museum's collections have grown substantially, and like the very exhibits it contains, a rapid technological evolution has advanced the way it communicates. Now, the museum has undergone its most significant change ever. Opening its doors on 3 November 2017, the museum resurfaced as COMM – a forward-thinking communications museum with an appetite for the latest in experiential technology.



## Challenge

Almost a century after the museum's inception, displaying the way we communicate in the traditional sense had become a major challenge. As the museum was focused on the history and the technical side of communications of the past, it was becoming less and less relevant for today's society – leading to a decline in visitor attendance each year. And with no local or national government support, the museum needed a drastic change to keep its doors open.



### Fast facts

**Client**

COMM Museum of Communication

**Location**

The Hague, Netherlands

**Project**

Complete audio-visual installation for the new museum

**Products**

Multiple Signage Solutions: Videowall – BDL5588XC (x25), D-Line, T-Line, X-Line

## Solution

In a major turnaround plan, COMM underwent a complete transformation that made it so much more than a museum. Maintaining their original Dutch heritage, COMM worked with the team at Philips Professional Displays to re-establish itself and to provide a more relevant approach in how it showcases the evolution of communication. As a solutions partner, Philips provided various touch-screens, interactive displays, updateable content and a very impressive 25-screen videowall, allowing visitors to experience the impact of communication on a more personal level. The screens are also used to attract more visitors through intricate set ups, which allow guests to use the rooms as facilities for their presentations and events. COMM also hosts weekly events featuring guest speakers alongside its forward-thinking display set-up.

## Benefits

**Informative display panels:** COMM visitors are able to interact with the different exhibits via an intricate arrangement of Philips touch-screens. These screens are used to showcase the evolution of both the impact of communication and the more technical (hardware and software) developments of communication through interactive content.

**Central control:** The Philips Professional Displays set up is easily updateable by COMM staff to cater for new exhibits and existing exhibits. Updates can be pushed to one screen or many, saving time and providing a simple to use solution.

**Interactive touch-screens:** Screens are used throughout the museum as interactive learning stations. By providing visitors with hands-on content, the audience can learn more about each topic at their own pace while being directly engaged with unique experiences.

**Multi-purpose videowall:** An impressive 25-screen Philips videowall is used to attract visitors, whilst also serving guests as a facility for hire – creating a new concept in how people engage with the museum.

**Multi-disciplinary functions:** The museum concept was extended and broadened into something truly unique, providing event and meeting rooms that can now be hired out, as well as a COMM Academy, which is an educational program that is available for both schools and for business groups. Also, COMM Live activities bring a weekly talkshow or interview via various speakers to draw a diverse group of audiences into the museum.

**Easy CMS integration:** Content can be easily updated by COMM staff. New information can be added and removed instantly using the museum's custom content management system.

**Energy efficient:** Very low consumption screens reduce long-term running costs, which is especially important for a privately owned museum.

**Interactive game screen:** A 75-inch interactive game screen has boosted engagement as one of the museum's most visited attractions, and is enjoyed by both kids and adults of all ages.

