

Visual Factory and NHB Take Singapore Museums into Virtual Space



A 3D Cybermuseum with Singapore artefacts as well as artwork from its national collection will be launched online next year. Museum exhibits will no longer be behind showcase barriers and visitors are now able to enjoy an immersive, virtual-world experience, leveraging on fully featured social network. Visitors can now navigate and 'handle' the 3D digital artefacts and artworks; twist them, magnify and much more.



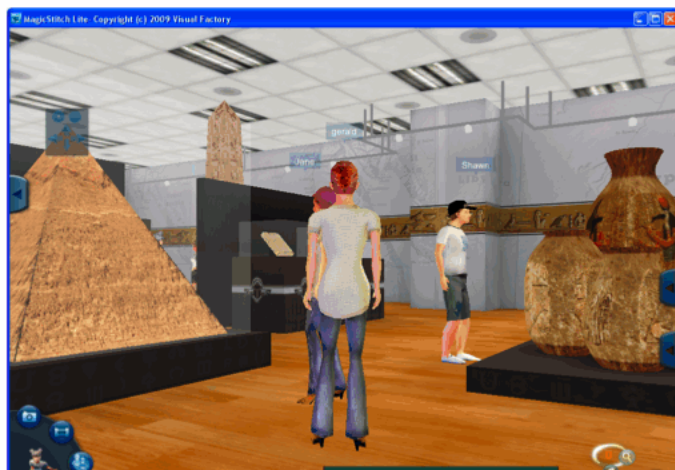
From left to right: Steven (NHB) and Gerald (Visual Factory) at the 2nd Inclusive Museum Conference

"This is really exciting as we work with Singapore's National Heritage Board (NHB) hand-to-hand to shape it out and articulate the vision of this project," says Gerald Lui, Business Manager of Visual Factory. "Since we launched the beta version, we have been receiving a lot of supportive feedback and overall excitement about the system".

Using the same cybermuseum platform, Visual Factory and NHB will also launch a nation-wide 'Museum R Us' competition to engage the general public, schools and tech savvy youths to express their talent and learn more about the arts, culture and heritage. The competition will kick off in the 4th quarter 2009 and targets youths from the Polytechnics and Art schools in Singapore. There will be attractive prizes and a host of exciting activities to look out for.

The beta version of cybermuseum was recently presented at the 2nd Inclusive Museum Conference in Brisbane, Australia to a group of museum professionals from all over the world. The response was enthusiastic and very well-received.

Visual Factory has been in collaboration with NHB since late 2008 to develop the project. The Cybermuseum is implemented on Visual Factory's innovative platform MagicStitch™, which makes it possible for fast and easy deployment of 3D immersive applications.



About Visual Factory

Visual Factory is an interactive digital media (IDM) startup company founded in Singapore and started its operation in early 2008. Visual Factory has developed its own base technology - MagicStitch™, which is a complete 3D immersive social network platform.

In November 2008, we received an IDM grant from Singapore's Media Development Authority (MDA) for advanced R&D initiatives to create the Virtual World platform under the Co-Space ecosystem.

Currently, Visual Factory specializes in virtual museums and virtual exhibitions.