Press Release

Deutsches Museum and Munich-based Start-up NavVis present new digitization technology: visitors from around the world can experience museum's shipping section online and in 3D

The Deutsches Museum and the young, Munich-based high-tech company NavVis present a unique digital project: the impressive and extensive section "shipping" has been fully digitized and recorded in 3D for the very first time. Visitors from around the world can now explore the exhibition online. Images, text and audio information turn the photo-realistic 3D world into an interactive experience.

Through the website http://www.deutsches-museum.de/ausstellungen/entdecken/rundgang, friends and fans of the Deutsches Museum can now navigate the ship hall from anywhere in the world for the very first time. Using the browser-based IndoorViewer from NavVis, it's possible to gain a photorealistic impression of the indoor spaces via the internet. Point of Interest features make it possible to access a wealth of information about individual components, almost as if one is walking through the ship hall itself. For example, there are audio files about the Santa Maria, the surprisingly small ship that Christopher Columbus used in his voyage to America in 1492, and about the luxurious amenities in the express steamer owned by Kaiser Wilhelm II in the year 1903.
As an additional feature, visitors on location can use their own smartphones or tablets to access an integrated audio guide through the ship hall in order to discover more about the exciting exhibition.

The mapping and digitization of the ship hall is just the beginning of the cooperation between the Deutsches Museum and NavVis. Other selected areas will follow in the coming months. "With this virtual project, people will get a whole new picture of our very popular shipping exhibition. In this way we're extending the museum's multimedia choices and enable access to scientific and technical knowledge to considerably wider audiences", said Prof. Dr. Wolfgang M. Heckl, General Director of the Deutsches Museum.

NavVis founder and managing director Georg Schroth said: "It is a very special honor for a young high-tech company like us to use our new technology to present one of the most important technology museums in the world to the general public for the first time. For us this is an outstanding opportunity to show that NavVis technology makes mapping and digitization of complex interior spaces possible in a way that is both high-quality and efficient."

With the proprietary, patent-pending Trolley from NavVis, a mobile scanner that is equipped with lasers and cameras, the complete shipping exhibition was mapped in less than one hour and simultaneously reproduced with high-definition 360-degree photographs. Directly afterward, the mapped interior space can be viewed on a screen that is attached to the Trolley and the result can be posted on the internet. Professionals such as museum curators can enrich the virtual exhibits on the browser with additional content. These Point of Interest features – video or audio data, graphics, pictures, etc. – can be accessed later on the website for additional information. Data ownership remains with the Deutsches Museum, which has been one of the key conditions in its decision for NavVis.

Georg Schroth: "We are the only company in the world that offers a mapping technology that is simultaneously that efficient and high-quality. After a brief instruction, one person can use our Trolley to map up to 50,000 square meters of an interior space in a day. This makes us significantly faster than all other mapping methods available today." An area the size of the Deutsches Museum could be mapped and posted online within approximately three working days for a four-figure amount.

NavVis, which was only founded in May of last year, is focused on public-oriented showcases and business-to-business applications. Felix Reinshagen, also a founder and managing director: "As the first step, our application is aimed at companies in the building management segment that are confronted with challenges such as documentation, inventory, path-finding and task management. We make our hardware, software and service available to them so that they can have their building and industrial plants digitized while handling the usage of their data according to their own requirements."

NavVis was developed at the Department for Media Technology at the Technische Universität München (TUM). For the NavVis founders and their 35-person team, it's clear: "Here in Munich, we possess outstanding conditions for continued development – both in terms of academic cooperation as well as the search for employees. We receive great support, especially from the Center for Innovation and Entrepreneurship at TUM, UnternehmerTUM, evobis and the Center for Digital Technology & Management (CDTM) at Ludwig-Maximilian University and TUM."

Link to the shipping hall: http://www.deutsches-museum.de/ausstellungen/entdecken/rundgang

Press Contact

Dr. Hans Jürgen Croissant
hj.croissant@navvis.com
Tel. +49 89 289 25813
Erzgießereistraße 17
80335 Munich
Germany

About NavVis

NavVis GmbH develops innovative products and applications for mapping and navigation of indoor spaces that are accurate down to the centimeter. NavVis facilitates simple orientation, even in complex building systems such as factories and exhibition halls, airports, railway stations, shopping centers, museums and much more.

In a very brief time, the patent-pending Trolley can map an environment by using laser scanners. At the same time, cameras generate a dense network of high-definition 360-degree photographs of the entire interior space. A browser-based IndoorViewer enables virtual walkthroughs, path-finding, interaction with popular Point of Interest features (e.g. video or audio data) as well as precise point-to-point measurements.

The next generation of NavVis will also enable navigation of indoor spaces via smartphone (turn-by-turn). Similar to human orientation, this visual position determination technology does not require any additional infrastructure in the building, such as Wi-Fi Hotspots, RFID or Bluetooth.