



ITN 201
1.



NOVENA

Ervin Šilić

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NOVENA

DIGITAL MEDIA STUDIO



Ervin Šilić



Ružica Šilić



Anamarija Pedišić



Nives Hodak



Davorka Horvat



Tomislav Štefan



Goran Kuprešanin



Zvonimir Rakijašić



Milan Popović



Željko Dragosavac



Stjepan Antolović



Darko Peček



Davor Beriša

Novena d.o.o.

Ogrizovićeva 28B

10000 Zagreb

CROATIA

Since 1991

Design

Web applications

Multimedia



MUSEUM TO GO

VRGT Virtual Guided Tour



Virtual Guided Tours
for Museums and Galleries



VRGT





VRGT - How it is done?





VRGT - How it is done?





VRGT - How it is done?





VRGT - How it is done?

- VR recording
- Video recording – intro
- Audio recording – guide
- Postproduction



VRGT - How it is done?

- Professional equipment for high resolution virtual panoramas





VRGT - How it is done?

- Little museum staff involvement is needed
- For:
 - Guide through museum.
 - Collecting materials like existing audio guide (if appropriate) and catalogue in electronic form.
 - Final checking of the production.



VRGT – What is it used for?

- Archive
- DVD production
- Online presentation
- Audio guide (if it is not existing)



VRGT – CMS alat

Main Form

Nivo 1 Makni Točku Visina Tlocrta 100 Snimi XML

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7	: 114	: 8	: 5	



VRGT – Temporary Exhibition After Life





VRGT – Temporary Exhibition After Life

- Online virtual exhibition entrance:
 - Free
 - With micropayment
 - Only for Museum fans



VRGT – Audio guide

- We embed existing audio guide if copyrights allows it
- Recording real Museum guide
- Recording professional narrator in Novena studio



VRGT – Audio guide equipment





VRGT – Audio guide equipment





VRGT – Audio guide equipment





VRGT – Case Study

Museum of Krapina Neanderthal Man

- VRGT DVD production





Naslovnica

Ovdje sve počinje

Tko smo

Upoznajte nas malo bolje

Što radimo

Pregled naših usluga

Portfolio

Pogledajte što smo radili

Naši proizvodi

Dopustite da Vam pokažemo

Blog

Novosti iz produkcije

Kontakt

Kako do nas



 [Add to bookmarks](#)

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Iz produkcije

Virtualni Muzej krapinskih neandertalaca

10.08.2010

Krapina

Virtualna šetnja uz audio vodiča cijelim muzejom na DVD-u.



Impresivan Muzej krapinskih neandertalaca od sada će se moći pregledati i virtualno. Izradili smo cjelovit virtualni prikaz muzeja kroz koji možete proći i zaviriti u svaki kutak postava. Za razgledavanje možete koristiti audio vodiča koji će vam strpljivo iznositi sve tajne muzeja i izloženih predmeta. Audio vodiča možete pozvati da vas automatski provede cijelim postavom što će trajati čak punih 70 minuta kao i prolaz stvarni postavom, ili možete samostalno virtualno šetati muzejom i pozivati audio vodiča kad god na zidu vidite oznaku u obliku malih slušalica. Cijeli sadržaj DVD napravljen je na četiri jezika, uključujući audio vodiče koj isu izvorni govornici. Ovaj bogati multimedijalni sadržaj u izdanju Muzeja hrvatskog zagorja i Novene,

virtualna šetnja museum
to go muzeji i galerije
panorame **turistička
zajednica** hoteli **web
stranice** virtualna izložba
film kazalište CD Museum To
go muzeji **VRGT** izložbe
galerije VR noć muzeja
3D kukci VR objekti
restorani e-Hrvatska
MUU Branimirova ulica murali
graffiti Video Zagreb Jutarnji
Muzej **DVD** Penkala VR
avion

- odaberite godinu -



Avion Penkala P3 izbliza



Virtualni Muzej krapinskih
neandertalaca



Uz suradnju Novene VERN-ovke
pobijedile

Hotel DUBROVNIK, Zagreb



RECENT ACTIVITY

- Ervin wrote on Muzej krapinskih neandertalaca's Wall.
- Ervin commented on Mario Romulic's status.
- Ervin likes Zagreb nekretnine - ZANE (Professional Service).
- Ervin is now friends with Nikolina Hrust and 2 other people.



Ervin posted a link to Muzej krapinskih neandertalaca's Wall.



Ervin Silic Evo jedinstvene prilike za besplatan posjet Muzeju krapinskih neandertalaca. O čemu se radi :-). Dvršili smo DVD s detaljnom multimedijalnom virtualnom šetnjom muzejom koja će biti objavljena na DVD-u, međutim sada, u vrijeme testiranja prije objavljivanja DVD-a, postavio sam to i online pa iskoristite ovu kratku prili...

See More



Novena - Digital Media Studio - Blog

www.novena.hr

Novena - Digital Media Studio - Novosti iz produkcije

August 10 at 3:25pm · Comment · Like · Share

Dino Butorac, Vlatka Mapilele Anderlon, Dean Karamehmedovic and 2 others like this.

Write a comment...



Ervin Silic Muzej krapinskih neandertalaca dobja uskoro svoje nove web stranice. Najava se može vidjetina donjoj adresi.



Muzej Krapinskih Neandertalaca

www.krapina-mhz.com

LJETNO RADNO VRIJEME: Od 1. travnja do 30. rujna: 9 – 18 sati, zadnji ulaz u muzej - u 17 sati Od LIPNJA do kraja KOLOVOZA vikendom (subota i nedjelja) Muzej radi od 10 - 19 sati (zadnji ulazak u 18 sati)

August 2 at 4:29pm · Comment · Like · Share

Tanja Tudor, Goran Džamarija, Damir Belina and 2 others like this.

Write a comment...

RECENT ACTIVITY

NOVENA d.o.o., Zagreb



Dashboard - Google Analytics - Mozilla Firefox

Dashboard - Google Analytics

Google Analytics

Analytics Settings | View Reports: Novena - Web

My Analytics Accounts: Novena

eslic@gmail.com | Settings | My Account | Help | Sign Out

Dashboard

Aug 1, 2010 - Oct 13, 2010

Visits

Wednesday, August 11, 2010
Visits: 1,235
Create new annotation

Date	Event	Author
08/11/2010	Objavljeno na Facebooku testiranje Muzeja krapinskih neanestralaca na stranici novena.hr	eslic eslic@gmail.com
08/11/2010	Iako je puno veći etel4 trala objava na monitor.hr to ne je iznenadilo. Socialna mreža još uvijek nba dovoljno najačala starije internet mreže.	Ivanir rMlpsic@gmail.com

Site Usage

5,129 Visits	56.62% Bounce Rate
11,925 Pageviews	00:01:19 Avg. Time on Site
2.33 Pages/Visit	83.90% % New Visits

Visitors Overview

Map Overlay

Export Email

Advanced Segments: All Visits

Dashboard

Aug 1, 2010 - Aug 22, 2010

Visits

Graph by:



Site Usage

3,137 Visits

6,918 Pageviews

2.21 Pages/Visit

58.46% Bounce Rate

00:01:19 Avg. Time on Site

86.87% % New Visits

Visitors Overview



2,793 Visitors

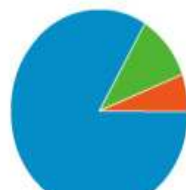
[view report](#)

Map Overlay



[view report](#)

Traffic Sources Overview



- Referring Sites**
2,621.00 (83.55%)
- Direct Traffic**
333.00 (10.62%)
- Search Engines**
183.00 (5.83%)

Content Overview

Pages	Pageviews	% Pageviews
/r/mkn/index.html	2,785	40.26%
/r/novosti/virtualni-muzej-krapinskih-neandertalace	2,145	31.01%
/	863	12.47%
/r/ako_smo/	120	1.73%

NOVENA d.o.o., Zagreb



AMD | Adobe Museum of Digital Media - Mozilla Firefox

File Edit View History Delicious Bookmarks Tools Help

http://www.adobe.com/.../index.html

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Twitter | Home AMD | Adobe Museum of Digital Media

A M D M

ADBE MUSEUM OF DIGITAL MEDIA

Be there from the beginning.

The world's first virtual museum dedicated to digital art and innovation.
Opening October 6, 2010. Become a member for news and updates.



▶ ⓘ ! ↻

Transferring data from d2h1tcavva1up.cloudfront.net...

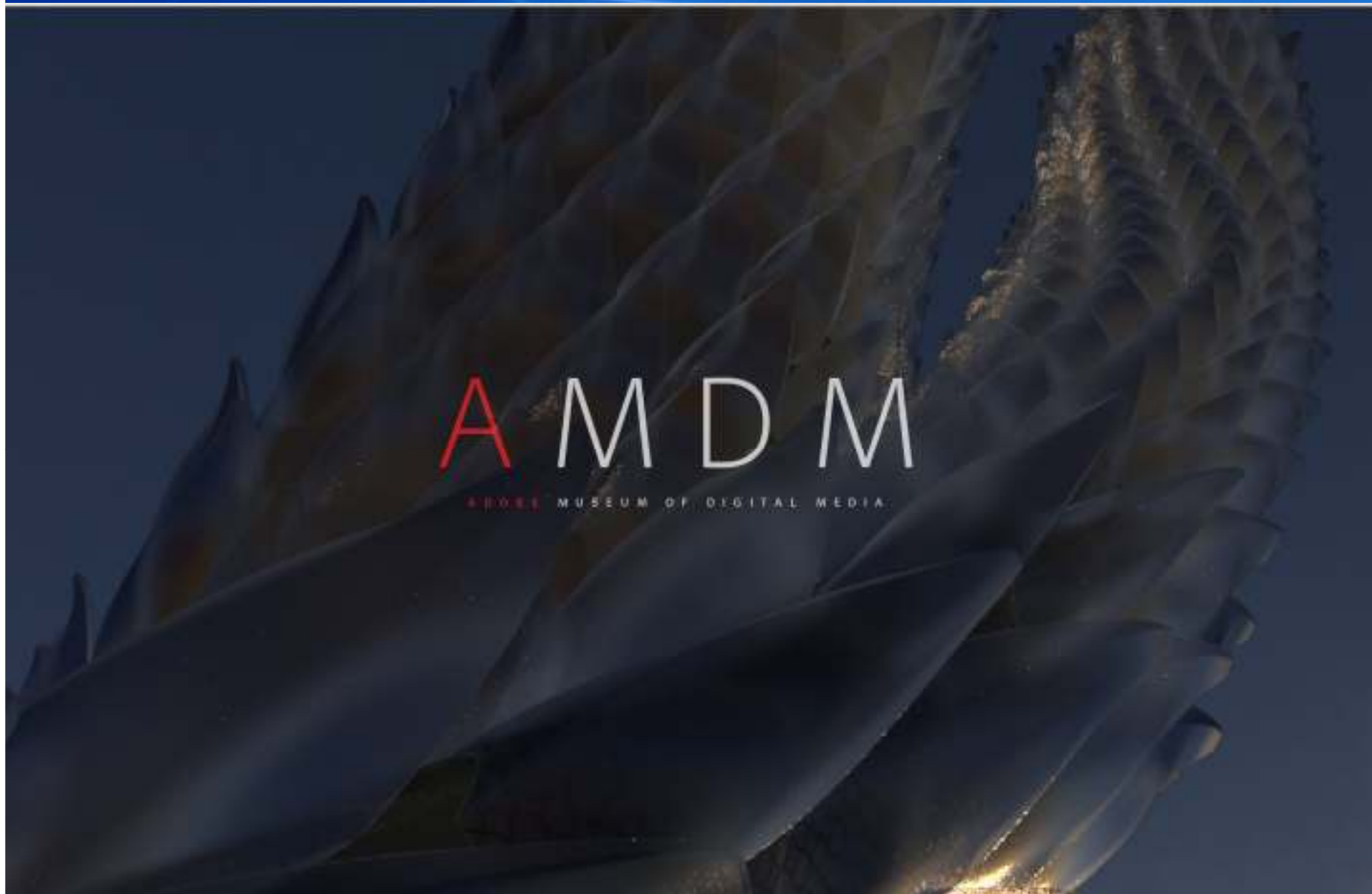
Start Windows Live Mess... WRGT - ENTOMOLOG... Windows Task Mana... Inbox - Microsoft Ou... 17 Reminders AMD | Adobe M... Unk00d-1 @ 92% 0... Desktop YouTube - MUZ... 11:22:06

NOVENA d.o.o., Zagreb



A M D M

A BOSS MUSEUM OF DIGITAL MEDIA





MEMBERSHIP





MEMBERSHIP





Speakers Amit Sood: Technologist



Amit Sood is the head of Art Project, Google's effort to bring the world's greatest museums onto the web. Visit it at googleartproject.com

Why you should listen to him:

Amit Sood is a Group Marketing Manager for Google; he's worked with the Android team in Mountain View and has led marketing efforts for Google's GEO products. His passion for art led him to initiate a "20 percent time" project to bring museums onto the web -- which turned into the ambitious new Art Project. **He writes:**

It started when a small group of us who were passionate about art got together to think about how we might use our technology to help museums make their art more accessible -- not just to regular museum-goers or those fortunate to have great galleries on their doorsteps, but to a whole new set of people who might otherwise never get to see the real thing up close.

We're also lucky here to have access to technology like Picasa and App Engine and to have colleagues who love a challenge -- like building brand-new technology to enable Street View to go indoors!

"The giga-pixel experience brings us very close to the essence of the artist through detail that simply can't be seen in the gallery itself. Far from eliminating the necessity of seeing artworks in person, Art Project deepens our desire to go in search of the real thing."

— *Julian Ryb, director, the Freer Gallery, Washington, DC*



Amit Sood: Building a museum of museums on the web

05:35 Posted: May 2011

Amit Sood on the Web

Blog: [Introducing Art Project](#)

Home: [Art Project](#)

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[Naif Al-Mutawa](#)

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[The Creative Spark](#)

Conferences



01st February 2011

Art Project

powered by Google

Explore museums from around the world, discover and view hundreds of artworks at incredible zoom levels, and even create and share your own collection of masterpieces.

[Learn More](#)

Palace of Versailles Versailles

Museo Thyssen - Bornemisza Madrid

Museo Reina Sofia Madrid

Freer Gallery of Art, Smithsonian Washington, DC

MoMA, The Museum of Modern Art New York City

Museum Kampa Prague

Rijksmuseum Amsterdam

Alte Nationalgalerie Berlin

Tate Britain London

National Gallery London



[View Artwork](#)

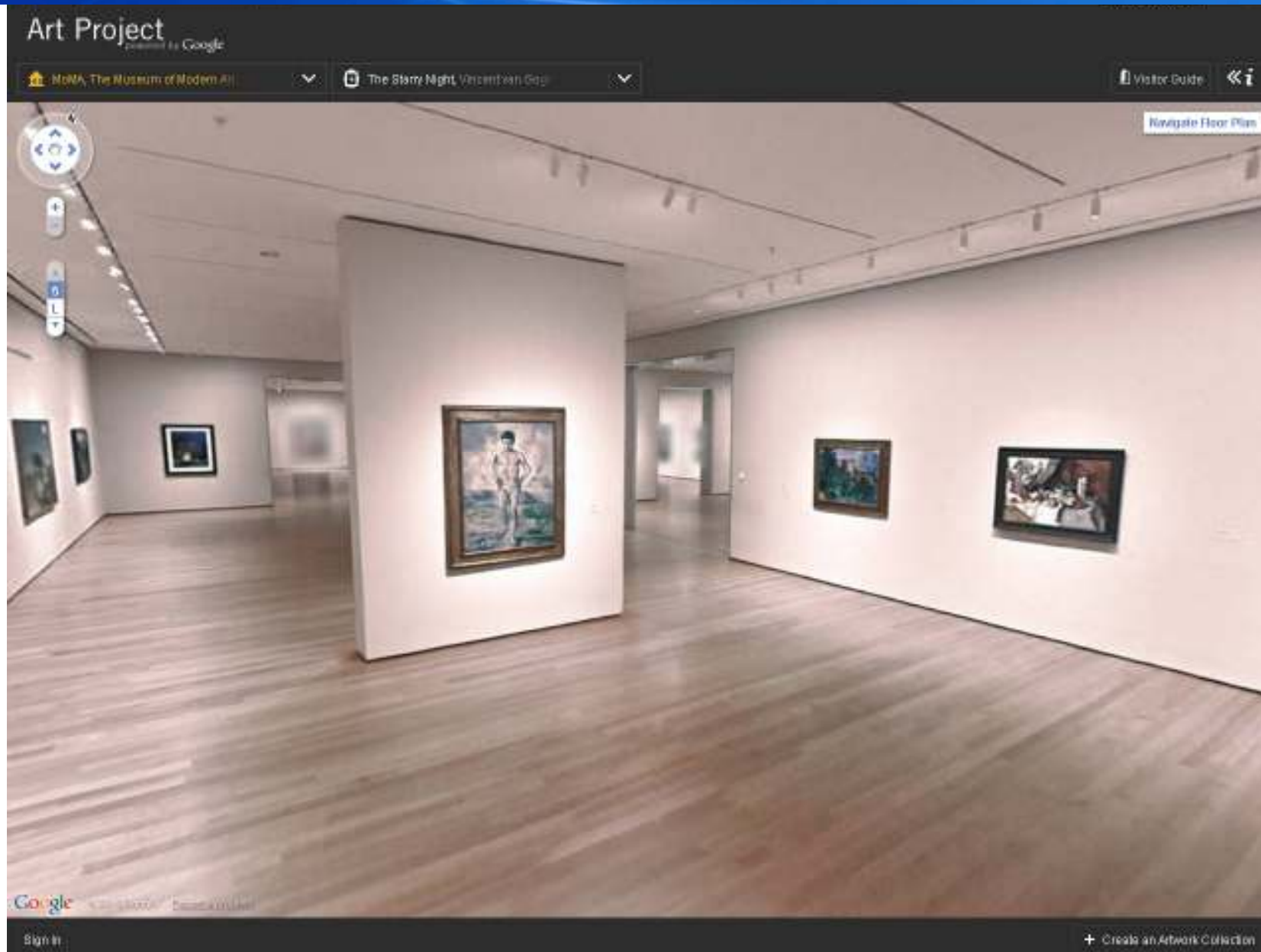


[Explore the Museum](#)

[Terms](#)

Museo Thyssen - Bornemisza / Young Knight in a Landscape, Vittore Carpaccio

NOVENA d.o.o., Zagreb



NOVENA d.o.o., Zagreb



Firefox

The Ambassadors (Hans Holbein the Younger)

http://www.googleartproject.com/museums/nationalgallery/the-ambassadors

google art project

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AVG google art project Search Page Status

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The Ambassadors, Hans Holbein

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http://www.googleartproject.com/museums/nationalgallery/the-ambassadors

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Firefox The Ambassadors (Hans Holbein the Younger) +

http://www.googleartproject.com/museums/nationalgallery/the-ambassadors

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AVG google art project Search Page Status

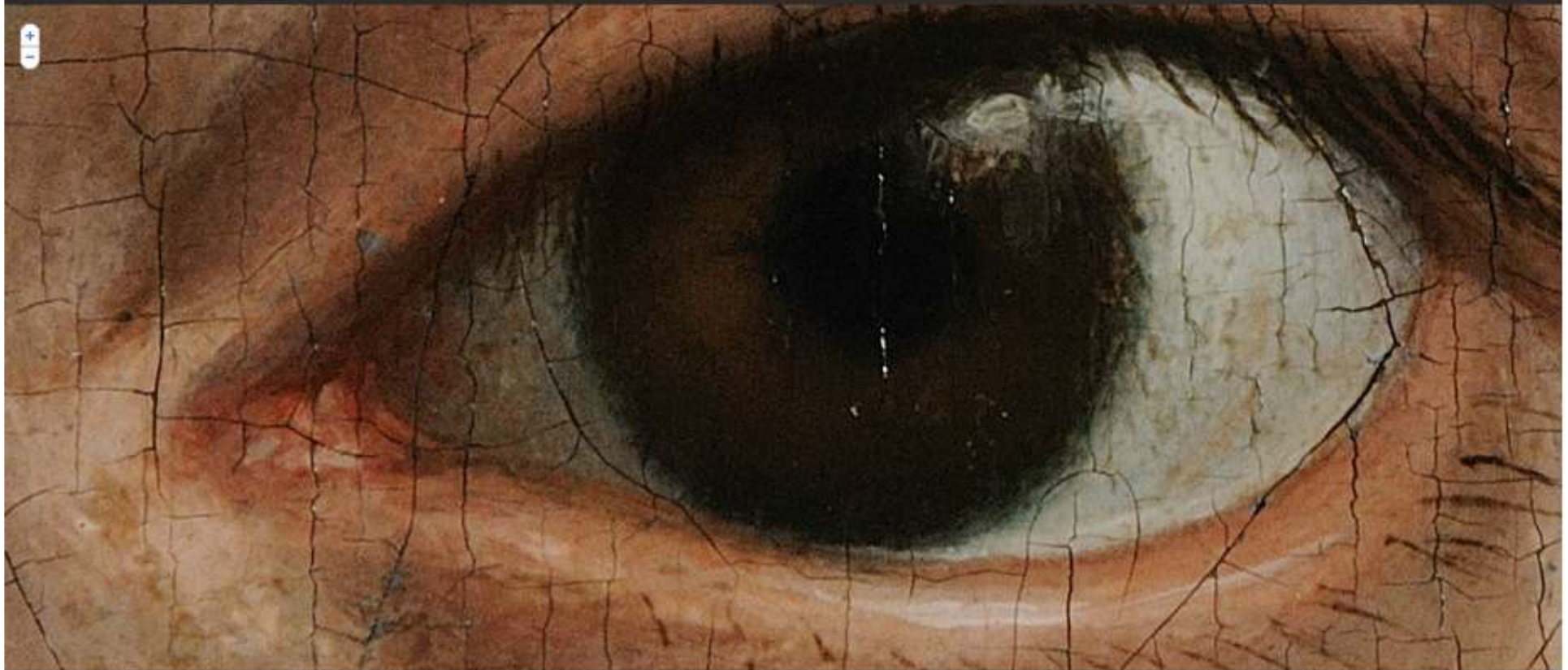
Art Project

powered by Google

National Gallery

The Ambassadors, Hans Holbein

Visitor Guide



Sign In

+ Create an Artwork Collection



VRGT – NOVENA production

- 31 exhibitions
- 14 museums



VRGT – Samples

- Museum of Arts and Crafts – Art Deco
- Varaždin City Museum - Entomological Department



Thank you on your attention

<http://museumtogo.com/>

<http://novena.hr/>

ervin@novena.hr