



October 2004

**Brooklyn Museum to Launch *PocketMuseum™* Digital Guide,
Wireless Pocket PC Devices for Museum Visitors, on October 22, 2004**

On October 22, 2004, the Brooklyn Museum will launch *PocketMuseum™* Digital Guide—a new way to see and experience the Museum's collections through hand held technology. Going one step beyond the typical museum audio guide, the *PocketMuseum™* Digital Guide features web-based, interactive content that gives historical, curatorial, and behind-the-scenes information about selected objects in the Museum's collections. The Brooklyn Museum will be the first museum in New York City to offer this technology to its visitors, which will be tested during a pilot period in which visitors will be asked for their input about the project.

PocketMuseum™ Digital Guide will provide visitors with a wide variety of content and special features, including: slide shows on the history of the Museum, with images from the construction of the new front entrance and public plaza; virtual behind-the-scenes tours, such as an archaeological dig in Egypt with Richard Fazzini (Chairman, Department of Egyptian, Classical, and Ancient Middle Eastern Art); conservation work currently under way at the Museum; and a presentation by William Siegmann (Chairman, Department of the Art of Africa and the Pacific Islands) on African masks.

Several additional *PocketMuseum™* Digital Guide features are planned for the future. In December, visitors using *Pocket Museum™* Digital Guide devices will be able to access portions of the Museum's collections database. Other plans include audio-video guides of special exhibitions, visitor-to-visitor online discussions and additional features on permanent collections.

Information will be delivered to *PocketMuseum™* Digital Guide hand-helds via a relatively new technology called Hypertags[®], small infrared transmitters installed in the galleries that beam Web links to the Dell Axim PocketPCs. *Pocket Museum™* Digital Guide will use the Museum's existing wireless network that allows Brooklyn Museum visitors to use their own laptops or handheld devices to browse the Web, both inside and around the Museum.

Beginning October 22, visitors can borrow *PocketMuseum™* Digital Guide hand-helds at the Independence Community Foundation Visitor Center in the Grand Lobby. Visitors may also bring their own wireless-enabled PocketPCs in order to access the special content available via Hypertags[®] in the galleries.

Brooklyn Museum

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BROOKLYN MUSEUM GENERAL INFORMATION

Admission:

Contribution \$8; students with valid I.D. and older adults \$4. Free to Members and children under 12 accompanied by an adult. Group tours or visits must be arranged in advance by calling extension 234.

Directions:

Subway: Seventh Avenue express (2 or 3) to Eastern Parkway/Brooklyn Museum stop; Lexington Avenue express (4 or 5) to Nevins Street, cross platform and transfer to the 2 or 3. Bus: B71, B41, B69, B48. On-site parking available.

Museum Hours:

Wednesday through Friday, 10 a.m. to 5 p.m.; First Saturday of each month, 11 a.m. to 11 p.m.; all other Saturdays, 11 a.m. to 6 p.m.; Sunday, 11 a.m. to 6 p.m. Closed Thanksgiving, Christmas, and New Year's Day.