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## **Program for the Annual Conference of the Museum Computer Network, September 4-7, 2002**

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# MCN ANNUAL CONFERENCE

» » IN IT FOR THE LONG HAUL:  
Technology Programs That Go the Distance

SEPTEMBER 4-7, 2002 • HILTON TORONTO HOTEL • TORONTO, ONTARIO, CANADA

IN PARTNERSHIP WITH THE CANADIAN HERITAGE INFORMATION NETWORK (CHIN)

PROGRAM BOOK » »

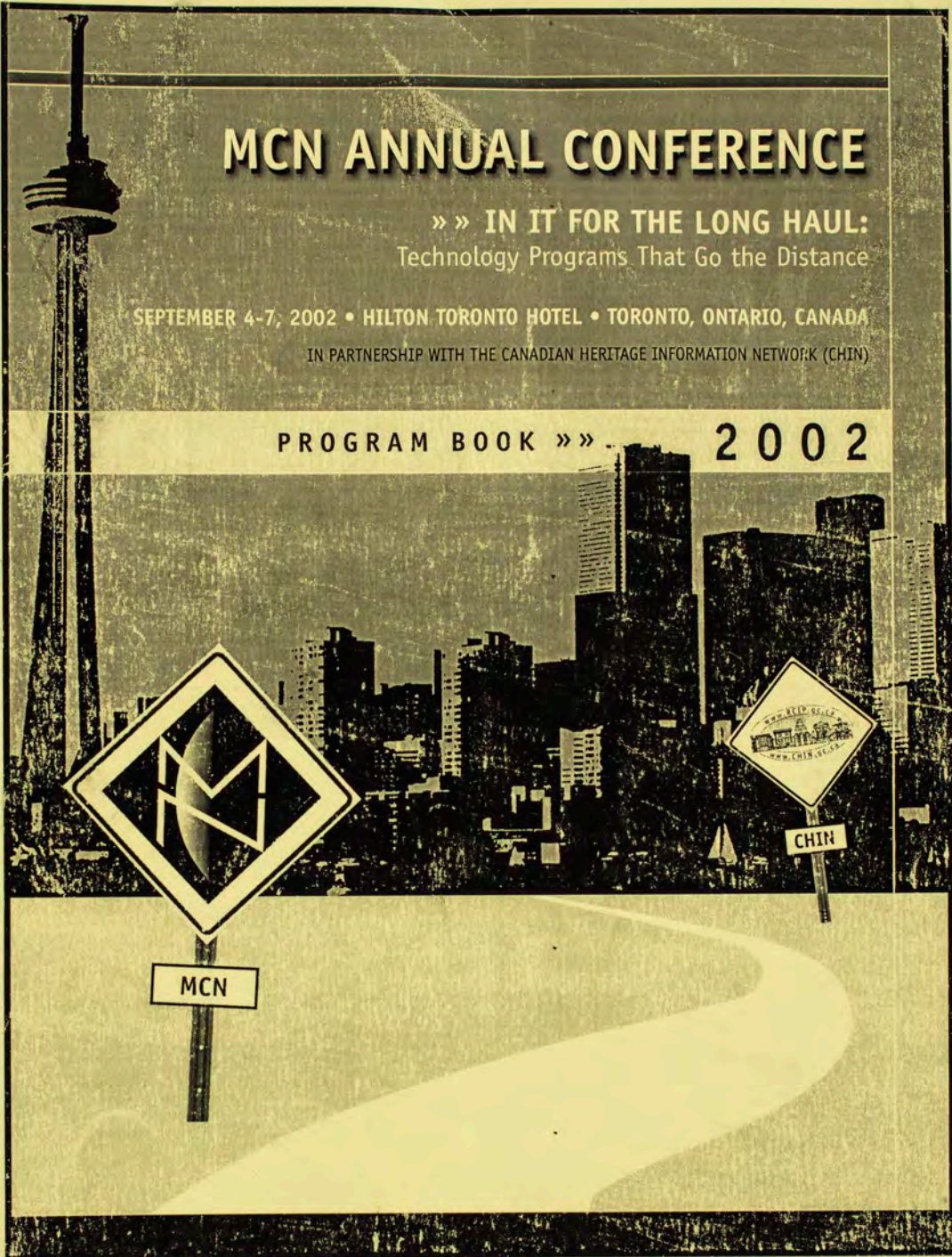
2002



MCN



CHIN









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## Welcome!

Welcome to MCN 2002/Toronto with its theme, In It for the Long Haul: Technology Programs that Go the Distance. The Museum Computer Network [MCN] and our sponsoring partner, the Canadian Heritage Information Network [CHIN] are pleased you have chosen to join us for this exciting event. This conference represents the latest collaboration between two organizations with long histories of working with the international museum community to foster the application of computer technologies to the challenges of the museum mission. Both the MCN and CHIN were pioneering players over thirty years ago when computers were first being introduced to the museum environment. Today, the landscape has changed in every way, but MCN and CHIN are both still very much on the scene. MCN is the only not-for-profit membership association in this critical arena of interest, and CHIN, a Special Operating Agency in the Department of Canadian Heritage, brokers effective access to Canadian and international heritage information for public education and enjoyment. Both host organizations felt strongly that the thematic focus of this conference should be the sustainability of digital initiatives in today's museums. Technologies ranging from collection management systems, membership and development systems, high capacity infrastructures, digital image archives, exhibition interactives, web sites and web casts, collaborative databases, and knowledge networks have all become integral parts of our grand missions and daily operations. Collaboration is also proving vital to providing strong and lasting programs. It is time to look at strategies that guarantee the future of these programs and initiatives in a world of tight resources, evolving technologies, changing audiences, and shifting objectives.

We are especially proud that this conference practices the collaboration we preach. We believe that there is substantial benefit to our community in providing the opportunity for sharing of information among many organizations with special areas of expertise, and for providing forums for discussing the important issues of the day. In that spirit, we are providing workshops and sessions presented by the Visual Resources Association and AMICO. The National Institute for Cultural Heritage [NINCH] is presenting one of their highly respected Copyright Town Meetings, "Creating Museum IP Policy in a Digital World." The CIMI Institute has organized a response to The IMLS Framework for Building Good Digital Collections, with participation from MCN and the American Association of Museum's Media and Technology Committee. CHIN/Virtual Museum of Canada members are invited to a special "iTea & eCookies" event to exchange thoughts and advice regarding CHIN's skills development strategy for heritage professionals contemplating the creation, presentation and management of Canadian online content. And we are pleased to present some of these programs at no charge to the museum community. We are also indebted to our own Special Interest Groups and Board of Directors whose contributions have added depth and substance to our program.

MCN recognizes that the knowledge and contacts we share are especially valuable to small museums that have limited resources. So, once again, we are pleased to welcome representatives from many small museums from around the world for whom we have waived conference registration fees.

If Museums and their audiences are to embrace technology in meaningful and effective ways, we must consider the broader and more profound implications of where we have been and the challenges that lie before us. We are extremely fortunate to have four plenary speakers who will demand that we think in new directions, and inspire us toward our individual and institutional purpose. Our thanks go to Lyn Elliot Sherwood, Director General, Canadian Heritage Information Network, Clifford A. Lynch, Executive Director, Coalition for Networked Information (CNI), Stanley N. Katz, Director, Center for Arts and Cultural Policy Studies, Princeton University, and Everett Ellin, a prescient founder of MCN, for their time and thoughts.

With attendees from North America, Asia, Australia, and Europe, we believe this conference may just be the most informative and provocative in MCN's long history. Enjoy the conference and enjoy Toronto!

Leonard Steinbach  
*President, MCN, and Conference Co-Chair*

Greg Spurgeon  
*Secretary, MCN, and Conference Co-Chair*

Charles Patch  
*President-elect, MCN*

Lyn Elliot Sherwood  
*Director General, CHIN*

## Welcome!

ON BEHALF OF THE GOVERNMENT OF CANADA, THE CANADIAN HERITAGE INFORMATION NETWORK (CHIN) IS PROUD TO WELCOME MCN 2002.

We've come together from across the continent and beyond to gather in the thriving multi-cultural cosmopolitan city of Toronto, in a collective effort to advance the use of computer technologies in the creation and dissemination of cultural and scientific knowledge. Together, we have made the journey from the early days of computers in our institutions to today's exciting opportunities to engage our visitors in entirely new ways. These new opportunities bring with them new challenges. How will we integrate new tasks into our existing responsibilities? How will we manage our intellectual property? How will we finance our ongoing investments in online content and the underlying infrastructure? What skill sets will we need to foster? How will we measure success?

As part of our 30th anniversary of strengthening the collective ability of museums to create, present and manage online content, CHIN is delighted to sponsor MCN 2002. Together, we can continue our journey by discussing our sustainability issues with colleagues, exchanging ideas and immersing ourselves in the workshops. Together, we can get ready for the long haul with programs that will go the distance.

Explore, experience and enjoy!

Lyn Elliot Sherwood  
Director General, Canadian Heritage Information Network

Mot de bienvenue du directeur général du RCIP

AU NOM DU GOUVERNEMENT DU CANADA, LE RÉSEAU CANADIEN D'INFORMATION SUR LE PATRIMOINE (RCIP) EST FIER D'ACCUEILLIR MCN 2002.

Nous sommes réunis de tout le continent et d'ailleurs, à Toronto, ville cosmopolite et multiculturelle vibrante, dans un engagement collectif en vue de promouvoir l'application de la technologie informatique à la création et à la diffusion de connaissances culturelles et scientifiques. Hier, nous avons fait ensemble l'expérience des premiers ordinateurs. Aujourd'hui, nous avons le privilège de faire bénéficier nos visiteurs de moyens novateurs et passionnants. Ces nouvelles occasions posent néanmoins de nouveaux défis. Comment intégrer de nouvelles tâches à nos responsabilités actuelles? Comment faire la gestion efficace de notre propriété intellectuelle? Comment financer les investissements présents dans notre contenu en ligne et comment en financer l'infrastructure sous-jacente? Quel ensemble de compétences devons-nous favoriser? Comment mesurer le succès?

Dans le cadre de son 30e anniversaire, le RCIP qui, depuis trois décennies déjà a renforcé la capacité collective des musées à créer, présenter et gérer un contenu en ligne, est ravi de parrainer MCN 2002. Ensemble, nous pouvons poursuivre le chemin que nous avons tracé, en discutant entre collègues des questions de durabilité, en échangeant nos idées et en prenant part aux ateliers. Ensemble, nous nous préparons au long chemin qui s'ouvre à nous grâce à des programmes de qualité.

Explorez et découvrez dans l'agrément!

Lyn Elliot Sherwood  
Directeur général  
Réseau canadien d'information sur le patrimoine



### Droit d'auteur à l'intention des musées canadiens

### Copyright Law for Canadian Museums

18 leçons électroniques  
offertes exclusivement aux  
membres du RCIP et MVC

18 e-lessons available  
exclusively to  
CHIN /MVC Members

Tous les détails au  
[www.rcip.gc.ca](http://www.rcip.gc.ca)

Details at  
[www.chin.gc.ca](http://www.chin.gc.ca)



## Conference Schedule

### WORKSHOPS WEDNESDAY, SEPTEMBER 4, 2002

8:00am-6:00pm . . . . . Registration  
Toronto Foyer

8:30am-11:30am . . . . . **Creating Digital Assets: Demystifying the Basics, Defining the Best**  
**Varley**

*Susan Jane Williams, Yale University Presented by Visual Resources Association*

An "eyes-on" workshop focusing on creating quality digital assets appropriate to purpose, as well as management, maintenance, pleasures, and perils of providing access to them. Participants will also be introduced to a wealth of best practice print and web resources.

8:30am-11:30am . . . . . **Making the Experience Meaningful: Gallery Interactives, Handheld Devices, and Other Innovative Interventions**  
**Tom Thomson**

*Ted Paschkis and Scott Guerin, Vivid Systems; Hugh Spencer, Lord Cultural Resources*

Participants will explore the merits and problems of a wide range of technologies and implementations geared toward making the visitor experience more memorable, enjoyable and meaningful. "One size" certainly does not fit all—but is there a "size" that fits you?

8:30am-11:30am . . . . . **The Bucks Go Here: The Art of Membership/Development Needs Assessment and System Selection**  
**Harris**

*Steve Jacobson, Jacobson Consulting Applications, Inc.*

Participants will learn the first step toward an effective membership/development system acquisition—identifying present and future needs. Then on to vendor identification, Requests for Proposal (RFP), constructing scenarios to measure systems by, and those all-important demos. With a workshop like this, who needs a consultant?

8:30am-11:30am . . . . . **Making Museum Web sites Accessible**  
**Lismer**

*Jonathan Bowen, South Bank University*

Learn how to meet the challenge of making your Web sites accessible to visitors with disabilities by using assessment tools, "testing" museum Web sites, and becoming aware of state of the art resources and tools.

8:30am-11:30am . . . . . **Designing a Content-rich and Sustainable Web Site**  
**Casson**

*Kati Geber, Canadian Heritage Information Network and Ann Borda, Science Museum, London*

Participants will learn how elements of Web site design, including appearance, structure, navigation, interactivity, and functionality, along with site maintenance tools, can be used to increase a site's value and lifespan. With the right design and tools in place, museums can focus on providing rich and inviting content instead of worrying about design and technical updates. This session is an excellent prelude to "Web Site Sustainability and Evaluation," an afternoon workshop.

11:30am-1:00pm . . . . . **Lunch on your own**

1:00-4:00 pm . . . . . **Delivering the Goods: How to Manage and Deliver Digital Image Databases**  
**Varley**

*Richard Urban, Colorado Digitization Project. Presented by Visual Resources Association*

Anyone facing development of a digital image database will benefit from the effective and affordable technical and workflow solutions presented here. Alternative applications and scripting languages will be described as well as the UCSB's experience as a case study.

**1:00-4:00 pm . . . . . Making Information Work: Data Management and Network Architecture**

**Carmichael**

*Douglas MacKenzie, The Clearances, Scotland*

Beneath the surface of all effective applications is an effective database management scheme and efficient network architecture. This session will explain these factors and their ramifications for assuring that information is accessible and useable.

**1:00-4:00 pm . . . . . Network Infrastructure for a 21st Century Museum: Broadband, Wireless, and Secure**

**Tom Thomson**

*Brian Casto, Superior Systems Technology, Inc.*

Just "wiring" is so...twentieth century! Today's infrastructure and network design has to accommodate the convergence of voice, data, multimedia distribution, and wireless transmission. It needs to be secure, failsafe, offer critical layers of redundancy, and meet telecommunications needs well beyond simple internal operations. Participants will take a comprehensive but concise tour of current and emerging standards, practices, and alternatives in infrastructure planning and design for new and existing museums, followed by the opportunity for specific case discussions. The instructor is actively involved in network design and specification for museums as well as major commercial enterprises.

**1:00-4:00 pm . . . . . Really Using Your CMS, Really: Connecting People Processes and Information**

**Lismer**

*Lynn A. Underwood, Director of Archives, Library, Museum Records, Documentation and Development Research, Solomon R. Guggenheim Museum.*

So you think you have a CMS in place, but does it work for you, or does it seem you work for it? Participants will learn how to meld their CMS with museum operations, including exhibition management, marketing, visitor services and other areas to make it a valued institutional resource.

**1:00-4:00 pm . . . . . More Bucks Go Here: The Strategic Use of Membership Development Systems and Customer Relationship Management (CRM)**

**Harris**

*Steve Jacobson, Jacobson Consulting Applications, Inc.*

Having a membership/development system in place is just the beginning. This session focuses on how to use a system to track and target prospects, efficiently achieve fundraising and membership goals, otherwise benefit from the relationship or integration among systems such as scheduling, development/membership, admissions, ticketing, retail, education, and finance.

**1:00-4:00 pm . . . . . Building a Project Plan: A Hands On Workshop**

**McDonald**

*Holly R. Witchey, Ph.D., Cleveland Museum of Art*

The road from idea to realization is paved with great planning. Participants' own project ideas will emerge as plans, as they are guided through a proven planning process and benefit from feedback from the instructor and class.

**1:00-4:00 pm . . . . . Web Site Sustainability and Evaluation**

**Casson**

*Kati Geber, Canadian Heritage Information Network and Ann Borda, Science Museum, London*

Participants will learn how to evaluate the sustainability and value of their Web sites using various tools, usability testing, and related techniques. Current research in this area will also be discussed. The importance of evaluation to the design of high-quality, frequently visited and sustainable Web sites will be made clear. This session is an excellent follow-up to "Designing a Content-rich and Sustainable Web Site," a morning workshop.

**2:00-5:00 pm . . . . . AAM Museum and Technology Committee Meeting**

**Adelaide**

**4:00-6:30 pm . . . . . The IMLS Framework for Building Good Digital Collections: Feedback from the Museum Community**

*Presented by CIMI Institute, with MCN, the AAM Media and Technology Committee and IMLS*

**Toronto II**



6:30-9:00 pm . . . . . Opening Reception  
Toronto III/Foyer

## Educational Sessions THURSDAY, SEPTEMBER 5, 2002

7:00am-5:30pm . . . . . Registration  
Toronto Foyer

9:00am-10:30am . . . . . Form and Function: Evaluating Online Content  
Governor General Suite

*Lynne Teather, Wendy Duff, University of Toronto; Tim Hart, J. Paul Getty Trust; Kate Haley-Goldman, Institute for Learning Innovation, Inc. Moderated by Layna White, Grunwald Center for the Graphic Arts, UCLA Hammer Museum.*

This panel provides a broad but concise review of current research, activity, and projects in the evaluation of web site content and usability. *Sponsored by the Standards and Controlled Vocabulary SIG.*

9:00am-10:30am . . . . . Archiving Digital Assets for the Long Haul, Part I: Sustainable Media Production, Storage and Migration  
Carmichael/Jackson

*Amalyah Keshet, The Israel Museum; Deborah Lennert, Getty Research Institute; Ben Blackwell, Berkeley Art Museum & Pacific Film Archive; Tim Au Yeung, University of Calgary; Moderated by Rob Lancefield, Davison Art Center, Wesleyan University*

The production of digital images entails risks to both the object at time of image capture, and, in the long term, to the media on which the image is stored. This session focuses on processes essential to producing, protecting and documenting digital assets early in the process, including capture, color management, media storage and digital migration strategies. *Co-sponsored by the Standards and Controlled Vocabulary SIG and the Digital Imaging SIG.*

9:00am-10:30am . . . . . You want me to do what with who?  
Osgoode

*Liz Bishoff, Richard Urban, Colorado Digitization Project; Leonard Steinbach, Cleveland Museum of Art*

Model collaboration projects which increase access to cultural heritage and arts resources. Since 1998, Colorado's libraries, museums, archives and historical societies have been working together to develop a statewide collaborative that has increased access to the special collections and unique resources of their institutions through digitization. Colorado now provides access to more than 150,000 digital objects. The Cleveland Museum of Art uses broadband interactive video to bring Lifelong Learning and the Arts to older and impaired persons in residential facilities through collaboration with community, technology, and content "partners." Discover the keys to the success of these unique collaboration models.

9:00am-10:30am . . . . . Meeting the Digital Imaging Challenge: Content, Access, Utility, and Sustainability.  
Presented by the Visual Resources Association

Tom Thomson

*Jacqueline Spafford, University of California, Santa Barbara, Maureen Burns, University of California, Irvine; Susan Jane Williams, Yale University; Moderated by Eliza Lanzi, Visual Resources Association*

How does an institution meet the increasing digital image needs of visitors, students, faculty, researchers, and staff effectively and efficiently? This session explores these issues through diverse and inventive models developed at major universities. Issues include database creation, software selection, funding, staffing, standards, collaboration, and more.

10:30am-11:00am . . . . . Break  
Toronto Foyer

11:00am-12:00pm . . . . . General Session/Keynote

**Toronto I**

Keynote by Stanley N. Katz, Director, Center for Arts and Cultural Policy, Princeton University

1:00pm-2:30pm . . . . . Archiving Digital Assets for the Long Haul, Part II: Conceptual Frameworks & New Media Metadata Standards  
**Carmichael/Jackson**

Brian Lavoie, OCLC Online Computer Library Center, Inc.; Guenter Waibel, Berkeley Art Museum and Pacific Film Archive; Robin L. Dale, RLG Member Programs and Initiatives; Moderated by Rob Lancefield, Davison Art Center, Wesleyan University

This session engages the issue of digital asset preservation with a focus on frameworks for long-term archiving and the description of content for purposes of discovery and exchange. Metadata issues related to Open Archival Information Systems, Metadata Encoding & Transmission Standard and other systems will be discussed.

12:00pm-1:30pm . . . . . Lunch on Your Own

1:30pm-2:30pm . . . . . Museology Faces New Media/La museologie face aux nouveau medias  
**Varley**

Alain Masse, Kanvasys

This session describes the research and development of OMIC, a tool for integration and presentation of digital content.

1:30pm-2:30pm . . . . . Some Universal Truths of Collection Management System Implementation

**Toronto I**

Andrew Reinhard, Willoughby Associates; Lynn Underwood, Solomon R. Guggenheim Museum

Robert Hickerson

For anyone involved or interested in the current state of collection management systems, this session will provide a vital and pragmatic overview of potential system functions, data standards to be considered, client-vendor expectations, and those vital keys to a successful conversion/implementation.

1:30pm-2:30pm . . . . . Orchestral Maneuvers: Conducting the Donor Information Tidal Wave

**Toronto II**

Steve Jacobson, JCA, Inc.; Gina Tan, Fine Arts Museums of San Francisco; Steve Hines, The Field Museum; Moderated by Adriane Tafaya, Fine Arts Museums of San Francisco

Is all of that information in your membership/development system producing a symphony or a cacophony. This session presents several case studies which will identify tools, techniques and lessons learned that will help participants get the greatest long term return on investment from their existing or forthcoming systems.

1:30pm-2:30pm . . . . . Ready, Set, Go: New Media at the Cleveland Museum of Art

**Casson**

Holly Witchey, Cleveland Museum of Art; Jason Ryan, Cognitive Applications, Inc.

Lessons learned in content development and delivery using case studies of several projects at Cleveland Museum of Art.

1:30pm-2:30pm . . . . . Museophile: A Community for Museum e-Commerce

**Osgoode**

Jonathan Bowen, South Bank University, London, UK

The pilot e-commerce web site which will be demonstrated is designed to support a collaboration of three museums, and provides improved accessibility and discussion forums, all at very modest cost. The technology will be made available free of charge to museums wishing to use it.



2:30pm-3:00pm . . . . . Break  
Toronto Foyer

3:30pm-4:30pm . . . . . The Processes & Pitfalls of Technology Planning  
Casson

*Susan Mann, SW Software, Inc.*

The creation of a multi-year plan can be critical to an institution's acceptance, funding, and broad-based commitment to the use of technology, as well as implementation success. This session describes several scenarios for creating and implementing plans, covering needs analysis, product evaluation & selection, budgeting, project planning, and implementation.

3:30pm-4:30pm . . . . . Mystic Seaport's Thick Book: A Narrative Approach to Integrated Access  
Governor General Suite

*Jim Blackaby; Rachel Thomas, Mystic Seaport*

The innovative "thick book" provides a narrative interface which uses exhibition labels, oral histories, and text as the access point to digital assets of all kinds. The underlying technologies used, the learning theories embraced and the development experience all promise a thoughtful and useful demonstration and discussion.

3:30pm-4:30pm . . . . . Role & Impact of Information & Communication Technologies on Museums  
Carmichael/Jackson

*Saskia Meulemans, London School of Economics*

How does the focus and objective of information and communication technologies generally relate to the overall focus and objectives of the museum itself? And what is the consequential impact of this synergy or discord? This thought-provoking session presents current methodology and findings in this area.

*Eudyn Towlin*

3:30pm-4:30pm . . . . . Digital Asset Management Solutions and the Intersection of Multiple Systems and Multiple Uses  
Guenther Waibel, Berkeley Art Museum & Pacific Film Archive; *Trudy Levy, Image Integration; Jim Donnelly, Canadian Museum of Civilization*

This session presents several image management implementations using home grown and commercial software. It will explore standards and multi-institution issues in this context as well as the relationship of image management systems to collection management systems.

3:30pm-4:30pm . . . . . Son of No Data is an Island: A Year One Update on an Integrated Information Plan  
Toronto I

*Steve Jacobson, JCA, Inc.; Merry Brodzinski, Sunergi; John R. Bedard, Minneapolis Institute of Art* ~~SPAC~~

Having installed a membership/development system as its core, the Minneapolis Institute of Art are now in the process of implementing additional systems as part of an integrated information environment. Presenters promise a forthright and honest look at what has and hasn't worked, and challenges of choosing between "best of breed" or highly integrateable applications.

3:30pm-5:00pm . . . . . The AMICO Sustainability Model  
Osgoode

*David Bearman, AMICO; Rich Cherry, Albright Knox Art Gallery; Scott Sayre, AMICO, Minneapolis, MN; Roberly Bell, Rochester Institute of Technology; Kris Wetterlund, AMICO, Minneapolis, MN; Jennifer Trant, AMICO*

The Art Museum Image Consortium (AMICO) has been making museum multimedia available for educational use since 1998, without government or grant funding, and currently serves 3 million users. Panelists will offer personal perspective on AMICO's strategy and objectives, as initially articulated, as they have evolved. Attendees will consider how AMICO's success was achieved and how they can apply lessons to their own current and prospective projects. *Presented by AMICO in association with MCN.*

4:00pm-5:30pm . . . . . CHIN Meeting  
Toronto II

5:30pm-9:00pm . . . . . Grand Opening of Exhibit Hall/Reception  
Toronto Foyer

## Educational Sessions FRIDAY, SEPTEMBER 6, 2002

8:00am-6:00pm . . . . . Registration

Toronto Foyer

9:00am-5:30pm . . . . . Exhibit Hall

Toronto Foyer

8:00am-9:00am . . . . . Adding the Third Dimension: 3-D Imaging Research and Applications

Osgoode

*Samantha Hastings, University of North Texas; Elise Lewis, University of North Texas; Jo Glenn, University of North Texas*

This session brings a new dimension to the understanding of digital imaging. It explores current research, and cutting-edge developments in the use of three-dimensional representations in the service of cultural heritage collections.

8:00am-9:00am . . . . . Technology to Help Manage that Digitization Project

Tom Thomson

*Tracy Rosen, The Workhorse Group.*

Successful management and integration of multiple large, complex digitization projects and their resulting resources can be a daunting undertaking. This session focuses on one product's model for achieving this.

8:00am-9:00am . . . . . Still Learning from Las Vegas: Developing Web Architecture

Jackson

*Jim Blackaby, Mystic Seaport*

In describing the evolution of Mystic Seaport's web site from serving a single purpose to serving many, theory and practice will be explored, what worked and what didn't will be explained, and participants should get a clear sense of what lessons can be applied to their own situations.

9:00am-9:30am . . . . . Break-Continental Breakfast

Toronto Foyer

9:30am-11:00am . . . . . Powerful Words: Subject Description & Classification of Cultural Resources

Toronto II

*Lynn Underwood, Solomon R. Guggenheim Museum; James M. Turner, Université de Montréal; Bill Landis, University of California; Moderated by Layna White, UCLA Hammer Museum*

Subject descriptions capture the gist of a work, making it accessible to prospective users on their own "terms." Yet, the actual provision of subject classification and description raises passionate debate among curators, catalogers, administrators, and advocates of user centered design as needs conflict and items themselves cross multiple disciplines. This debate is explored using practical examples as well as theory, touching on differences among archival, museum, and library approaches.

9:30am-10:30am . . . . . Unpacking the Big Box: Making Multi-Disciplinary Description Work

Casson

*Charles Patch, Carol Bartels, The Historic New Orleans Collection*

This session describes the Historic New Orleans' Collection's five year mission to create a system that will "find everything," yet allow cataloguers from the curatorial, library, and manuscript departments apply their own knowledge and expertise, even when objects are described in a way most comfortable to the department which acquired it. This requires new ways of collaborating and incorporating outsiders' knowledge



9:30am-10:30am . . . . . On-line Museum Forums: Whence and Whither?

**Jackson**

*Jonathan Bowen, South Bank University, London, UK; Roxane Bernier, Université de Montréal*

Although virtual communities (chat groups, listservs, etc.) have proliferated in general, online forums engaging museum professionals and the public have not. This session presents research about what groups do exist, and the potential for creating more or better communities by the understanding the demographics and interests of prospective members.

9:30am-10:30am . . . . . Bringing Content Delivery Technology to Your Museum's Future

**Osgoode**

*Barbara Roberts, Acoustiguide*

Successful integration of content delivery technology requires both keeping up with the tools and marketing your product internally. This session both identifies the key success factors in integrating content delivery technology into institutional plans and demonstrates some of the new technologies that may just become part of those plans.

9:30am-10:30am . . . . . Just in time. Just where you need it

**Tom Thomson**

*Nita Sturiale, Giuseppe Taibi, Karen Pfefferle, Smartworlds*

Scalable solutions to creating affective mobile context and location-aware applications for the physical museum exhibition space using wireless technologies using art museum case studies

9:30am-10:30am . . . . . From Entertainers to Educators: The IP Maze for Museums On-Line

**Toronto I**

*Lesley Ellen Harris, Copyright and New Media Lawyer; Andrea Rush, Heenan Blaikie; Tyler Ochoa, Whittier Law School; Moderated by Amalyah Keshet, The Israel Museum. Richard Wiseman?*

More daunting than technology management is intellectual property management. This session provides an update on and discussion of the primary issues and recent developments in intellectual property management, including policy development licensing strategies, use of trademarks, and implications of recent copyright legislation and rulings.

9:30am-10:30am . . . . . Case studies in content delivery

**Governor General Site**

*Alan Potkin, Laas; Catherine Raymond, Northern Illinois University*

This session presents diverse projects presenting cultural content, including CD-ROM interactive catalog of the recently-destroyed Ou Mong frescoes, two large scale exhibition interactives, a smaller scale experiment with interactive displays in a permanent gallery, and a web updating tool. But this session is not just show and tell—it focuses on project feasibility, content delivery issues, and core elements of learning styles, navigation, interface and interactivity.

9:30am-10:30am . . . . . The Next Generation: Rethinking On-line Collections

**Varley**

*Fiona Cameron, University of Sydney*

The next generation of on-line collection databases will have to meet the needs of increasingly diverse users demanding "knowledge environments"—not just data and images. This session presents results of research conducted by the University of Sydney and the Powerhouse Museum which explore new paradigms for online collection access and interpretation. This session also presents the implementation of web site accessible digital image database using off-the-shelf software, and its advantages and limitations.

10:30am-11:30am . . . . . Break—Continental Breakfast

**Toronto Foyer**

11:30am-1:00pm . . . . . General Session/Keynote 2/MCN Business meeting

**Toronto I**

Keynote presentation by Clifford Lynch, Executive Director, Coalition for Networked Information (CNI)

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2:30pm-3:30pm . . . . . Harder, Longer, Smarter: How to Make Digitized Collections Meet Evolving Needs

**Jackson**

Mary Elings, University of California, Berkeley; Snowden Becker, Japanese American Museum National Museum

The ways in which image databases, often available 24/7, are used by diverse internal and external audiences in surprising ways can place new demands on many levels of staff. This session explores the anticipation and meeting of demand and the need to educate staff and the public with respect to expectations and responsibilities.

2:30pm-3:30pm . . . . . Whither New Media: A Cautionary Tale

**Osgoode**

Holly Witchey, Cleveland Museum of Art

What lessons can new media producers learn from Pieter Bruegel the Elder's "Land of Cockaigne"? Leadership roles, fiscal responsibility, intellectual rigor and more.

2:30pm-3:30pm . . . . . Digital Renaissance: The Remaking of Canada's Royal Ontario Museum

**Casson**

Tony Hushion, Royal Ontario Museum; Brian Porter, Royal Ontario Museum

This session will describe how a new information architecture and digitized collection will form the cornerstone for a new vision for ROM. Plans include a Digital Gallery and Learning Center, gallery kiosks and other interpretation tools, as well as digitization facilities. Key aspects of their goals, technologies employed and organization structure needed to support them, along with lessons learned should prove insightful for anyone involved in an emerging technology strategy.

2:30pm-3:30pm . . . . . Standards, Sustainability, and Interface Design: Vital to Even Small Collections

**Varley**

Kathi Martin, Drexel University; Sylvia Borda, University of British Columbia

For many small museums and special collections the added value of investing in image and data standards is not clear. First, this session describes the process and purpose of using technical protocols and standards to relate the database of a small historic costume collection to the Open Archives Initiative [Martin]. Then a textile collection demonstrates an integrated information system interface for the cataloguing of its artifact conservation information. [Borda].

2:30pm-3:30pm . . . . . More than Content: New Research into the Importance and Impact of the User Interface

**Tom Thomson**

Robin Bartoletti, Stan Shultz, Vika Kravchyna, University of North Texas

This session highlights research and projects related to the importance of information about the user in information retrieval design, the physiological and cognitive aspects of reaction to user design, new information about what various categories of users need and expect from the web sites they go to.

2:30pm-3:30pm . . . . . Developing a Digital Identity for a Children's Museum; a Museum explores children's lives through their own "digital identity"

**Governor General Suite**

Candace Barrett, Wendy Levy, Children's Museum of Los Angeles; Marilyn JS Goodman, Ed.D., Arts and Museum Education Consultant

This session explores two ways in which museum approach children in the digital age. First, the issues and process of developing the digital identity for the Children's Museum of Los Angeles is explored. Then, travel to an international exchange project directed for the Solomon R. Guggenheim Museum that saw photographers in a small town in Italy and in New York City working with elementary school teachers and immigrant students to create a digital, bilingual magazine.



3:30pm-6:30pm . . . . . See posted schedule for SIG Meetings

6:30pm-9:30pm . . . . . Reception/Keynote 3  
Royal Ontario Museum

*Keynote presentation by Lyn Elliot Sherwood, Director General, Canadian Heritage Information Network (CHIN)*

## WORKSHOPS SATURDAY, SEPTEMBER 7, 2002

8:30am-1:00pm . . . . . Registration  
Toronto Foyer

9:00am-12:00pm . . . . . **Getting Real: Cameras, Printers and Color Management**  
**Jackson**

*Howard Goldstein, Vice President, CDI-Center for Digital Imaging, Inc.*

This "nuts and bolts" workshop explores how to evaluate the benefits and differences among cameras, lighting, printing and color management solutions. Participants will learn how to make better choices, based on need, cost, technology, and ultimate value, based on real museum case examples and the presenter's experience in product evaluation.

9:00am-12:00pm . . . . . **Selecting or Upgrading a Collections Management Systems: An Insider's Insight**  
**Tom Thomson**

*Andrew Reinhard, Willoughby Associates*

*Leah Gray*

Participants will explore the criteria they might use to assure that the collection management system they choose meets the diverse needs of their institutions—maybe needs they hadn't even thought about. Then it's on to how to assure a smooth implementation through a clear understanding of the roles and commitments of the museum and the vendor.

9:00am-5:00pm . . . . . **Creating Museum IP Policy in a Digital World - a NINCH Copyright Town Meeting and Workshop**  
*Hosted by MCN and CHIN*  
**Toronto II**

## EXHIBITOR INFORMATION

### AdLib Information Systems ..... Booth 11

P.O. Box 1436  
3600 BK Maarsen, The Netherlands  
+31 30-2411885  
+31 30-2412568  
sales@nl.adlibsoft.com

### Antenna Audio ..... Booth 21

Sally Vandershaf  
P.O. Box 176  
Sausalito, CA 94966  
(415) 332-4862  
svandershaf@antennaudio.com  
Antenna Audio

For over 15 years Antenna Audio has been the leader in the field of audio interpretation, providing the highest quality programming, equipment solutions and service, with the goal of creating an emotionally and intellectually engaging experience for visitors to museums, historic sites, and attractions. Over 70 million people worldwide have experienced an Antenna Audio tour at more than 800 sites, such as The Metropolitan Museum of Art, the Vatican Museums, the Louvre, the National Gallery, London, The Art Institute of Chicago, Elvis Presley's Graceland and the Alcatraz Cellhouse.

### Art Museum Image Consortium ..... Booth 10

Jennifer Trant  
Roberts Library, 7th Floor, University of Toronto, 130 St. George St.  
Toronto, ON M5S 1A5  
(416) 946-8692  
(416) 946-8694  
jtrant@amico.org

Since 1997, an international group of museums has been collaborating to enable educational use of museum multimedia. The Art Museum Image Consortium (AMICO) now has more than 35 members in North America and Europe. This innovative, self-funded consortium shares, shapes and standardizes museum digital documentation and makes it available for educational use in the AMICO Library. See how digital documentation of over 100,000 works of art is presented by four different distributors, whose different interfaces and retrieval tools now serve over three million users. Membership in AMICO is open; you're invited to join us and see your collection in the context of the AMICO Library.



## EXHIBITOR INFORMATION

### Better Light, Inc. . . . . Booth 24

Larry Guyer  
1200 Industrial Road, Unit #17  
San Carlos, CA 94070  
(650) 631-3680  
(650) 631-2915  
larry@betterlight.com

More sensitivity and lower prices...Better Light's 4x5 scanning camera system offers the ultimate in high-resolution digital technology with the fastest scan times - the new, improved SuperModels are up to four times more sensitive than the competition. Use shorter scan times, smaller apertures or less light. Six models vary in maximum file size up to 549 MB> Better Light products are the best value in dollars per MV in high performance digital imaging. Ideal for art reproduction, commercial photography, scientific and industrial applications. New low prices start at \$7,000.

### Boston Photo Imaging . . . . . Booth 9

Bill Smith  
355 Boylston St.  
Boston, MA 02116  
(617) 267-4086  
(617) 450-4376

BPI is involved in the application of scanning technologies for the capture and archiving of image collections for museums, libraries, universities and corporations. We provide comprehensive project management including consultation, on-site photographic services and professional scanning. We develop and implement proven strategies for high-quality, low cost image capture for on-line computer access and collection presentation.

### Canadian Heritage Information Network . . . . . Booth 17, 18

Kevin Fassett  
15 Eddy Street, 4th Floor  
Hull, Quebec K1A 0M5  
(819) 994-1200  
(819) 994-9555  
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### Cognitive Applications . . . . . Booth 22, 23

Paul Glenshaw  
Vice President  
2647 Connecticut Ave., NW, #200  
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Cognitive Applications produces online and interactive systems, including: web sites, touchscreen kiosks, CD-ROM and DVD-ROM products; extranet systems and other advanced online and interactive software. We offer a complete service from initial project planning through design, development and testing, to post-launch technical support and maintenance. We have offices in Brighton, England and Washington DC. Our clients include the National Gallery of Art (UK/US), the National Portrait Gallery (UK), The Cleveland Museum of Art, the San Diego Museum of Art, the National Maritime Museum, the National Museum of Women in the Arts, and the Science Museum, London.

**Gallery Systems . . . . . Booth 1**

Illyana Saunderson

Associate, Sales

130 West 30th Street, 10th floor

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(646) 733-2239, x. 221

(646) 733-2259

info@gallerysystems.com

Gallery Systems provides software and services to museums, visual resource libraries, foundations, and collectors worldwide. Its market leading collections, content and media management packages -- The Museum System (TMS), TMS light, and EmbARK -- organize information about a collection of any type or size. Its web solutions -- eMuseum and EmbARK Web Kiosk -- publish content directly from a database to the web. Gallery Systems' products combine advanced technologies with sophisticated interface design, making them both powerful and easy-to-use. Clients include: Smithsonian Institution; The Colonial Williamsburg Foundation; Harvard University Art Museums; The J. Paul Getty Museum.

**KE Software . . . . . Booth 4**

Betty Rowland

750-601 West Broadway

Vancouver, BC V5Z-4C2

604-877-1960

604-877-1961

KE EMU is a full-featured collections management system for museums, archives, and historical societies. KE EMU provides access from small to very large collections and manages all aspects of an institution's collections. Extensive retrieval facilities are available within the institution and to external patrons via the Internet.

**Luna Imaging, Inc. . . . . Booth 3**

Nancy Harm

Account Manager

3542 Hayden Ave., Bldg. One

Culver City, CA 90232

1-800-452-LUNA

(310) 452-8389

Luna applies digital image technology to visual collections of cultural materials. Luna sets the bar for image quality and technology in building visual collections of lasting value. Services include: consulting, planning, master archive and derivative image production, data editing, and integration of image and text. Luna's Insight software offers access to image collections over the Internet. Find and use images through Insight's visual environment for viewing, comparing, and organizing images. Works with any database or CMS.



## EXHIBITOR INFORMATION

### **MINISIS Inc. .... Booth 20**

Christopher Burcsik  
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Vancouver, BC V5L 2W4  
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(604) 255-4367

christopher@minisisinc.com

MINISIS Inc. is a dynamic world leader in providing software solutions to 1000s of clients in over 60 countries since 1975. Our core product line is centered around the MINISIS RDBMS which includes: the MINISIS database engine, an easy to use graphic interface to enable non-technical staff to develop databases, as well as modify any of our several pre-defined applications for archives, libraries and museums and a robust web interface to allow for exceptional public access. MINISIS is also one of the few companies that possess a wealth of expertise with BPR, change management, application analysis and design and experience with the complete System Development Life Cycle (SDLC) for customized solutions.

### **Newbury Networks, Inc. .... Booth 5**

Tricia Malvone  
181 Newbury Street  
Boston, MA 02116  
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(617) 867-7001

tricia@newburynetworks.com

Newbury Networks ([www.newburynetworks.com](http://www.newburynetworks.com)) is the first and only supplier of 802.11-based Location-Enabled Network solutions. Its LocaleServer software platform enables IT professionals at universities, museums, hospitality sites and enterprises to manage wireless local area networks (WLANs) by location. The product provides a superior user experience, allows for better management of WLAN space and enhances revenue opportunities. LocaleServer also includes packaged applications for organizations to rapidly build location-based applications for digital tours, hotspot management, user tracking and analysis.

### **Pastime Software Company Inc. .... Booth 8**

Brian Gomez  
106 Coventry Pointe Lane  
Pottstown, PA 19465  
610-326-2650  
610-326-2338

PastPerfect Museum Software provides solutions for museums seeking an affordable collection and membership management system. With over 2500 users throughout the world, PastPerfect has rapidly become the standard for museums of all sizes. We will be demonstrating our collections management software and our web component, Virtual Exhibit. Stop by our booth and let us show you what PastPerfect can do for your organization.

**The Work Horse Group, LLC . . . . . Booth 2**

Carolina Edwards  
VP-Content  
2335 Hampton Ave.  
Saint Louis, MO 63139  
314-645-9999  
314-645-7476  
cedwards@cityphoto.com

**VR Interactive . . . . . Booth 25**

Mark Pettigrew  
102 Chain Lake Dr., Suite H  
Halifax, Nova Scotia, Canada  
(902) 446-4020, x. 206  
(902) 431-6345  
markpettigrew@vri.ca

VR Interactive (VRI) is an innovative image capture company that develops 360 degree image capture systems. VRI is committed to developing products that dramatically simplify the creation of 360 degree images with enhanced image quality and significant cost efficiencies. The company's single shout Surroundphoto system and instant capture VR Showcase deliver the powerful benefits of 360 degree image presentation to users in all areas of information technology.

**VTLS Inc. . . . . Booth 7**

Dawn Stoneking-Thomas  
Marketing Information Officer  
1701 Kraft Drive  
Blacksburg, VA 24060  
540-557-1200 x-3606  
540-557-1210

VTLS Inc. is an information technology company which specializes in providing high quality, professional digitization products and services, integrated library systems and radio frequency identification solutions. We can help your museum refine its digitization goals, plan for a successful project and deliver the result in a timely and cost-effective manner.



## EXHIBITOR INFORMATION

### **Willoughby Associates, LTD . . . . . Booth 6**

Arlette Grabczynska  
Business Development  
266 Linden Street  
Winnetka, IL 60093  
847-332-1200  
847-332-1272

With over 850 installations, Willoughby creates the most widely used Museum Automation Systems in the world. We offer an integrated set of systems for centralized resource management, digitized imaging, public access (including the Internet), multi-media resource centers, and collections management. Our revolutionary suite of Mobile Museum™ applications enable users to take their collection information with them when completing tasks not suited to sitting at a workstation. Using the popular Palm Computing Platform, Mobile Museum™ takes museum automation to a whole new level of simplicity and power.

Think Heritage...  
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Patrimoine...  
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**au RCIP!**



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**Canadian Heritage Information Network**  
15 Eddy, Hull, QC K1A 0M5  
1 800 520-2446 • service@chin.gc.ca

**Réseau canadien d'information sur le patrimoine**  
15, rue Eddy, Hull (QC) K1A 0M5  
1 800 520-2446 • service@rcip.gc.ca



Canadian  
Heritage

Patrimoine  
canadien

Canada



# eMuseum is:

- a) a customizable database application for online content
- b) a web interface for any collection management package
- c) a better solution than doing it yourself
- d) all of the above

Answer: (d) all of the above. Really.

## **GALLERY SYSTEMS**

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