



Back & Rosta Magic Wall[®]

INTRODUCTION



ABOUT BACK & ROSTA

Back & Rosta is a market leader in building giant, multiuser touchscreen "Magic Walls" that exhibit any content using beautiful, dynamic and eye-catching special effects and can be used interactively by huge crowds at the same time. The company was established in 2001 with its headquarters in Budapest, Hungary, and in 2008 founded a research and development center in Shanghai, China in order to develop and popularize innovative new technologies and applications worldwide.

WHAT IS MAGIC WALL?

DESIGN CONCEPT

Magic Wall® is a highly interactive exhibition installation enabling an unlimited number of users to interact with it concurrently without interfering with each other. Yet, when there are few or no users actively engaging with it, it also provides visually powerful and aesthetically pleasing special effects to entertain and attract visitors who are passing by. Therefore, the user interface can be grouped into two main modules: the Large Motion Scenes which are visible even when no users are interacting and the Album system, which is the personal interactive space where each user can engage with various features and applications interactively.



| Large Motion Scenes

This module presents multimedia content such as text, images, videos and 3D models to users with stunning visual effects through colorful artistic design, attracting them to explore and interact deeply.

| Technical Highlights

- ✓ Supports an aggregate of 48K+ ultra-high resolution, running at stable 60 frames-per-second
- ✓ The full screen area can present a huge number of items, with dynamic effects rendered in real time
- ✓ Supports multi-point, multi-gesture touch
- ✓ Supports remote monitoring and commissioning for fault analysis and operation and maintenance
- ✓ Development technology is protected by international patents and copyrights, and the underlying intellectual property is fully owned by Back & Rosta

Large Motion Scenes | Examples



GOLDEN CHARACTERS



CLOUD SCENE



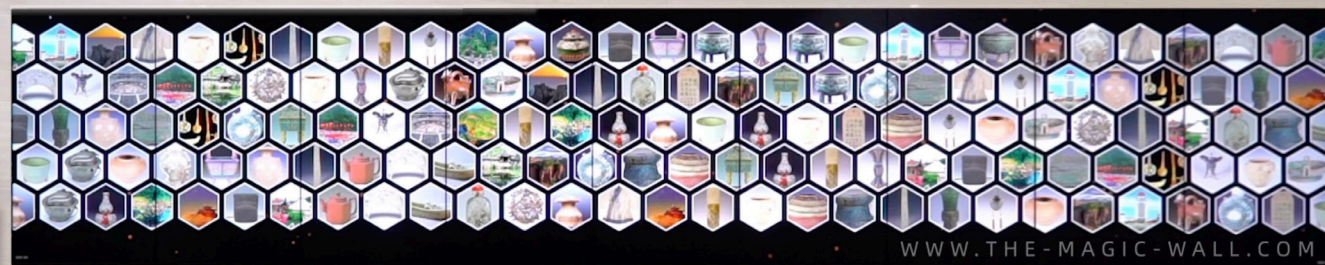
3D BRUSH SCENE



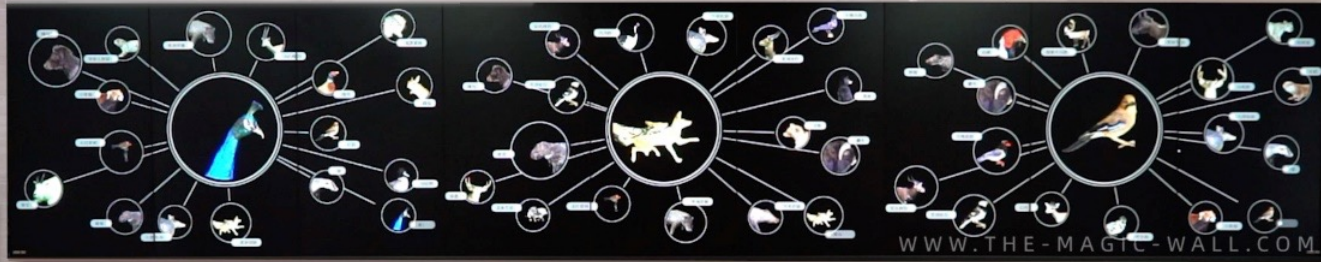
INK AND PICTURE LMS



3D TREASURES



HEXAGON SCENE



CATEGORY WEB

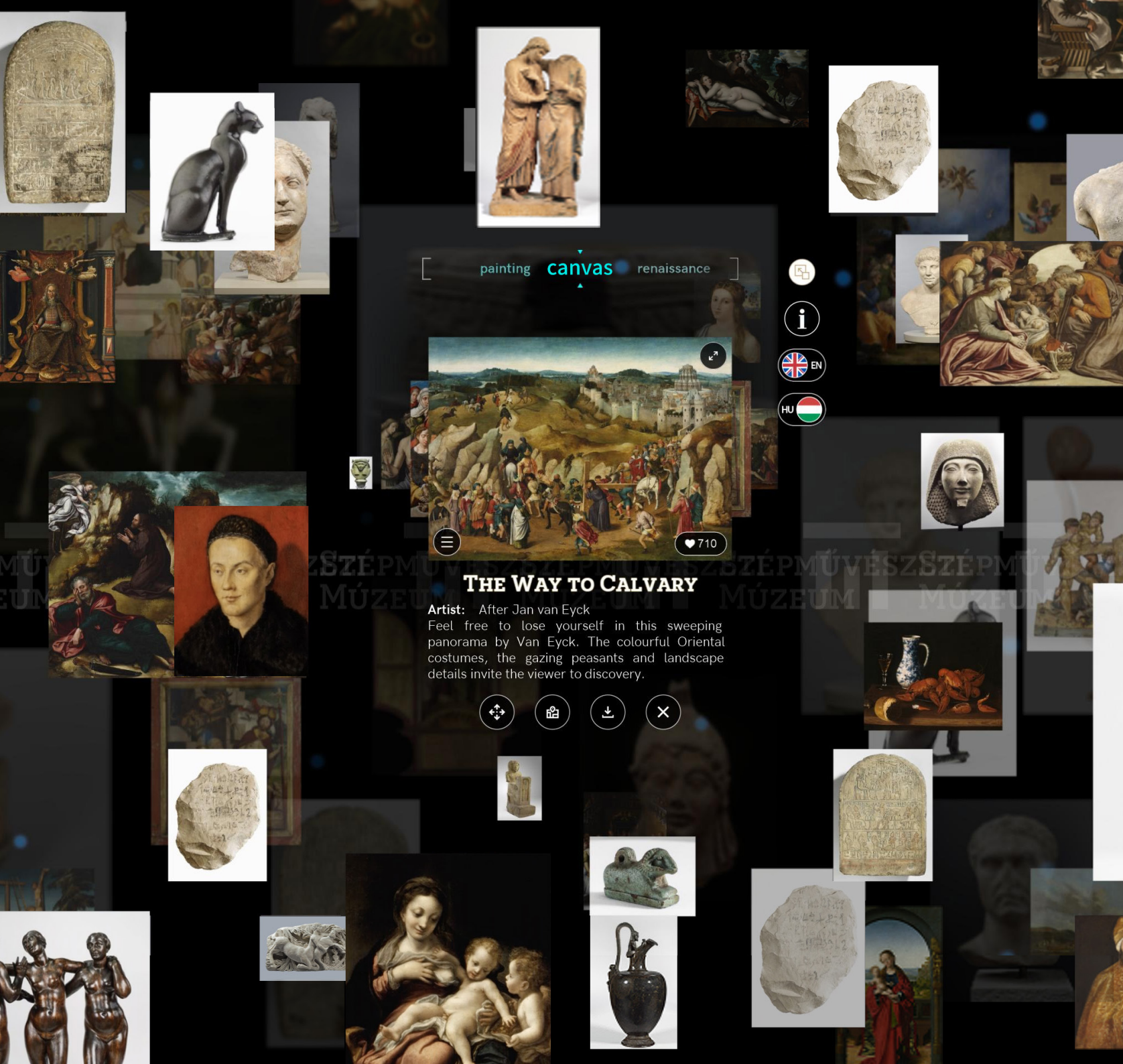


POSTERS SCENE



Album User Interface | Examples

We offer two types of album views to our visitors.



painting canvas renaissance



710

THE WAY TO CALVARY

Artist: After Jan van Eyck
 Feel free to lose yourself in this sweeping panorama by Van Eyck. The colourful Oriental costumes, the gazing peasants and landscape details invite the viewer to discovery.



Album System (regular)

In addition to interacting with the various multimedia contents presented on the Magic Wall®, users who want to learn more about the full range of exhibits can also have a richer exploration experience in the Album system.



Madonna and Child with Saint Anne

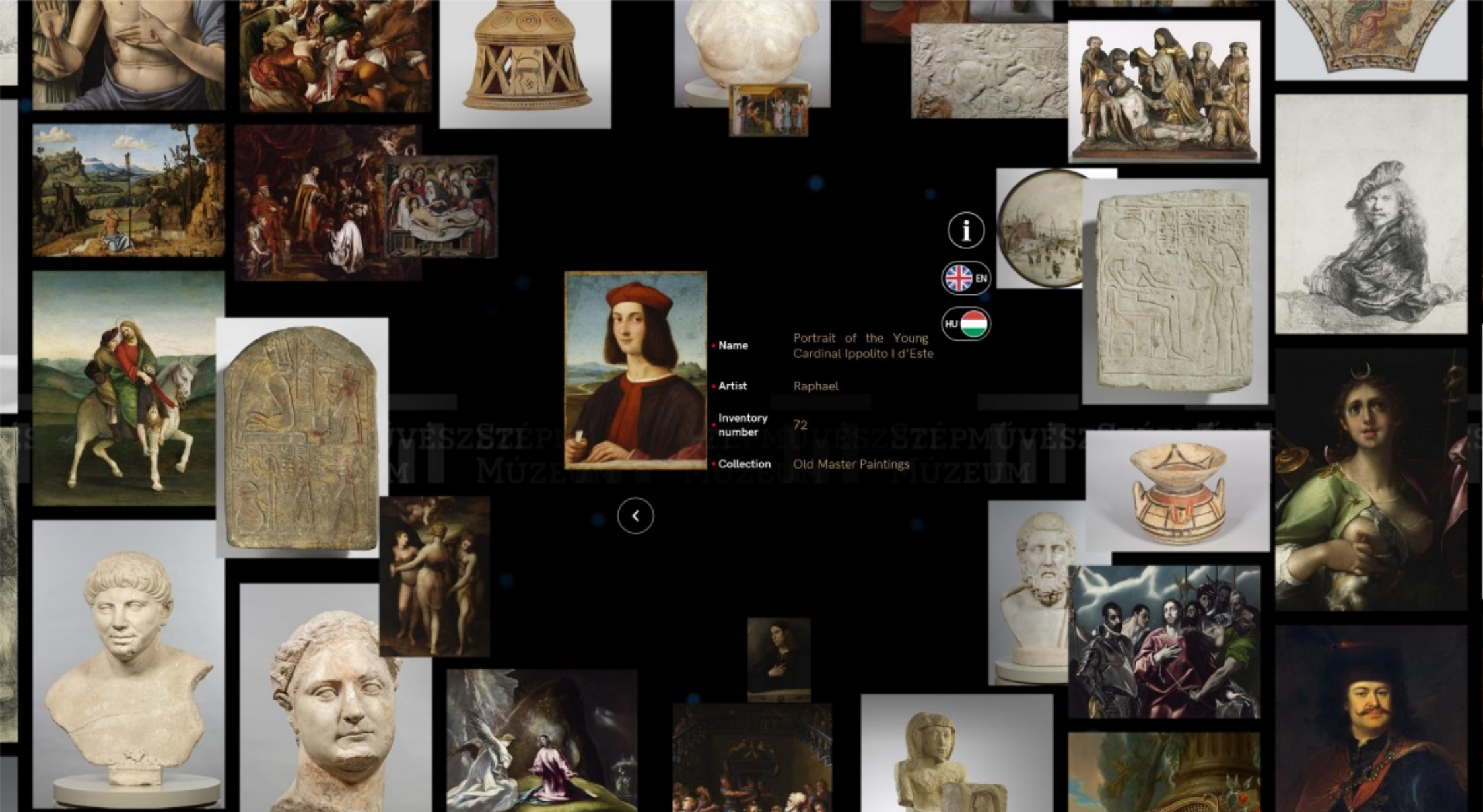
Hardly any of the works by Machiotti – an important Florentine master of Late Mannerism – can be found outside Toscana, so it is your chance to have a close look at this rarity.

Full-screen Album

while Full-screen Album which is a premium version of the Photo Album feature and gives each user a much larger space to interact with content, to see images and other multimedia in a larger format.

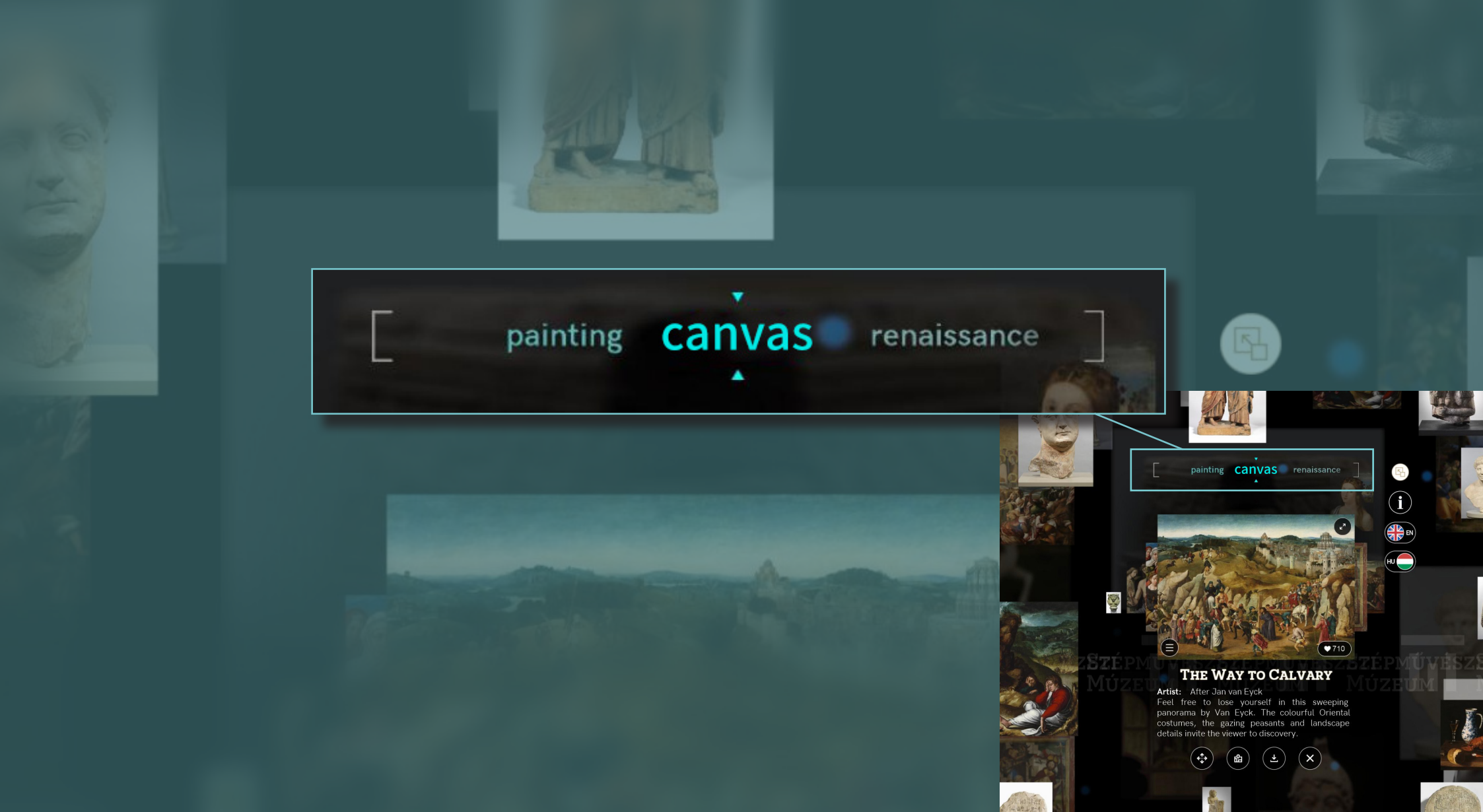
Additional Album Features

The album views besides picture, video, title, description of the exhibit, consist of many additional features.



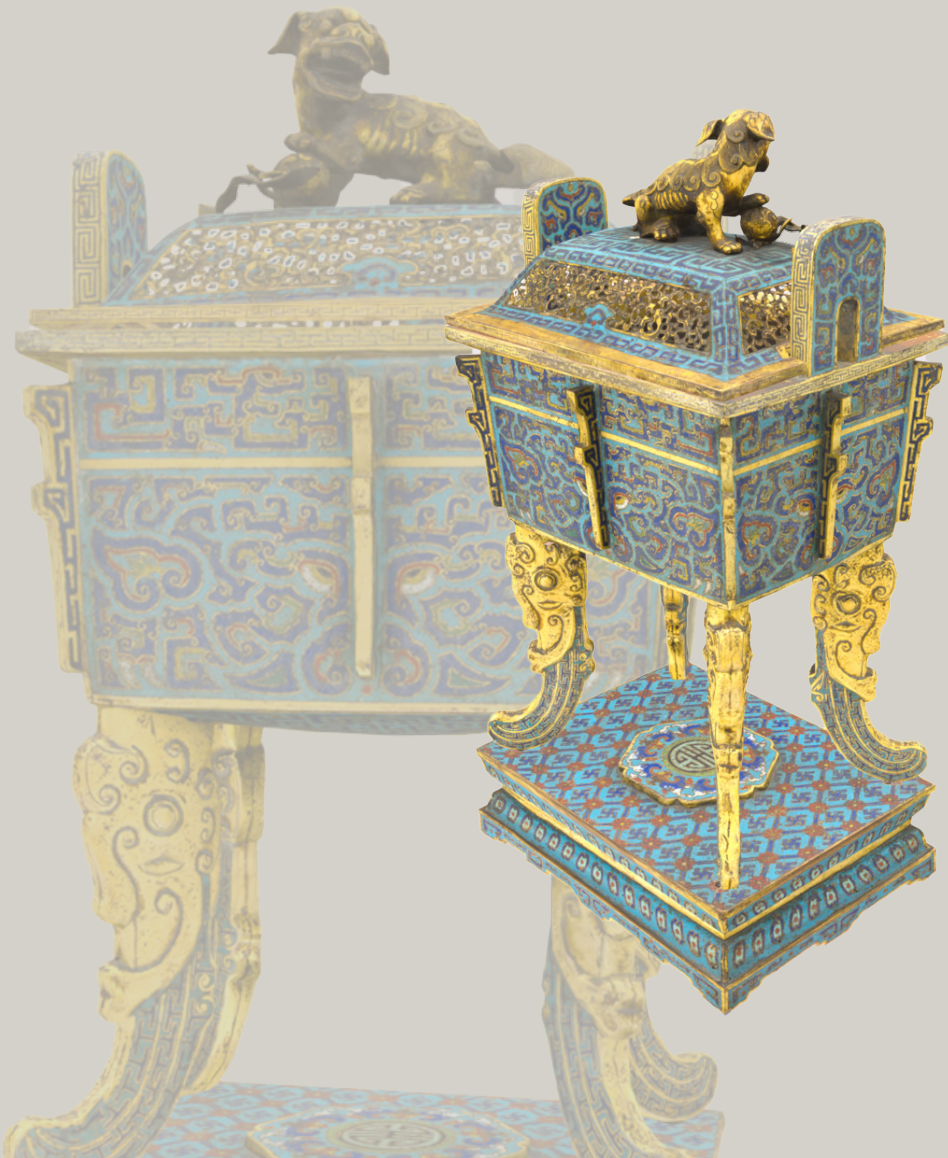
(1) Exhibit Information Card

Contains a basic display of information such as exhibit names, categories, origin, etc., with no limit on the number of words in the text. The information card and the supporting database fields can be customized to match the venue's own database format.



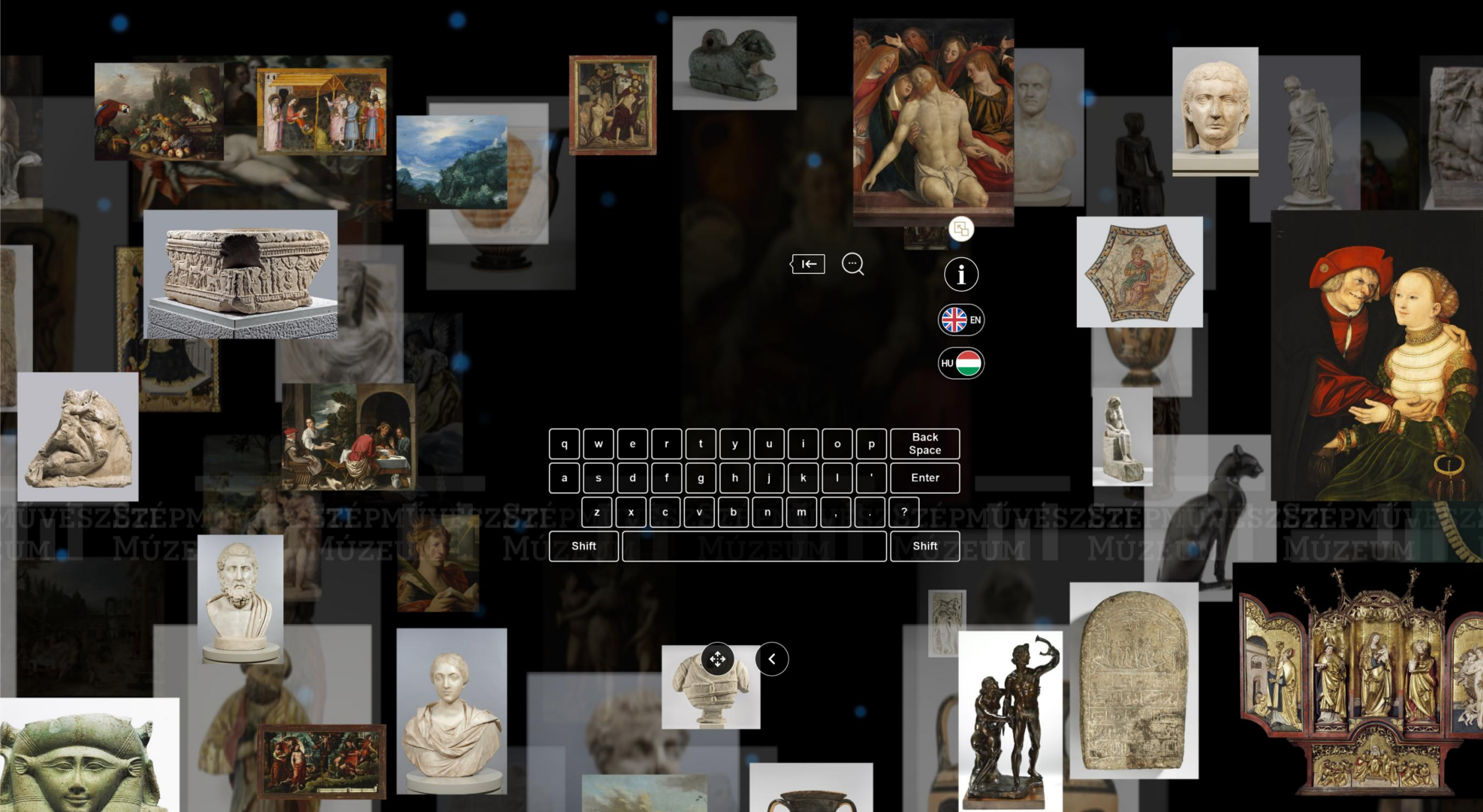
(2) Labels and Exhibit Details

Indexing is further enhanced by a high degree of freedom to customize exhibit labels according to the different attributes of the exhibit. The exhibit detail panel provides a deeper display of information. By labelling the exhibits can be categorized in different groups.



(3) 3D Model Interaction

Supports the display of 3D models and allows the user to scale and rotate them with a full 360 spherical degree coverage in the direction of rotation, as illustrated below:



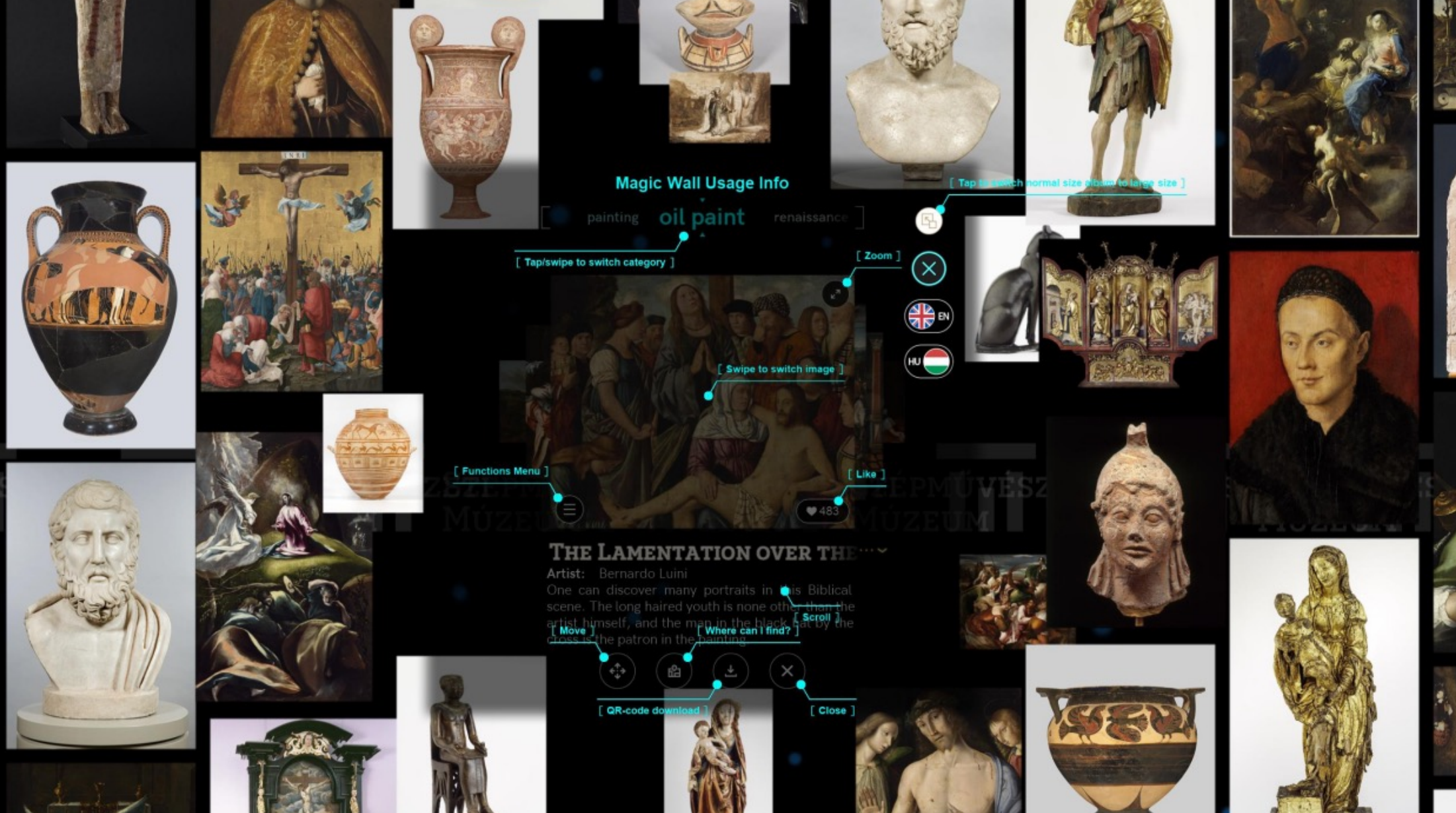
(4) Exhibit Search

Click on the exhibit and then click on the Search button to bring up the text input area; the system can support a global search function and also supports both handwriting and soft keyboard input methods.



(5) Ranking of Likes

Users can "like" the current exhibit and the system accumulates the number of times the exhibit has been touched and displays the total number of likes in real time. The system will count the number of likes on all exhibits in the background and will intelligently recommend the most popular exhibits which can be categorized and displayed.



(6) Real-time Guidance System

All UI's come with real time alert text that changes as the interface is switched on or off at the user's discretion.



Multi-user Interactive System

The user interface intelligently finds the most suitable area, independently and without interfering with each other, and allows unlimited users to interact with the software simultaneously (if space in front of the screen allows). Intelligent allocation and dynamic adjustment of individual interactive zones without interference.

中西交汇 模仿与交流

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模仿与交流



青花开光花卉纹盘
Blue-and-white Dish with Flowers
Design

清康熙 (1662—1722年)
中国景德镇瓷器
故宫博物院
新加坡国家博物馆, 穆登

白釉蓝彩开光花鸟图盘
Tin-Glaze Kraak-style Dish with Birds and
Flowers in Blue

约1650—1675年
荷兰代尔夫特锡釉陶
荷兰国立博物馆
1650—1675

广彩十二
Famille Rose Punch Bowl

清乾隆后期 (1770—1795年)
中国景德镇瓷器, 广彩
法国吉美国立亚洲艺术博物馆
Qing Dynasty, late Qianlong

嘉彩耶稣耶稣图盘
Grisaille Dish with the Jesus

清乾隆 (1736—1795年)
中国景德镇瓷器
广东博物馆
Qing Dynasty, Qianlong Reign 1736-1795
Jingdezhen Porcelain, China

1795

1770

Games



Giant Puzzle

Using the giant puzzle, several children can put together a magnified picture at the same time. The shared fun and enjoyment make their visit to the museum more memorable.



Knowledge Quiz

A knowledge quiz game can be set up for each exhibit, with customizable questions and answers.



Memory matching game

The memory matching trivia game is presented in a nine-box grid to test visitors' memory.

Magic Wall® | Other commonly-used features



Full screen posters/interactive posters

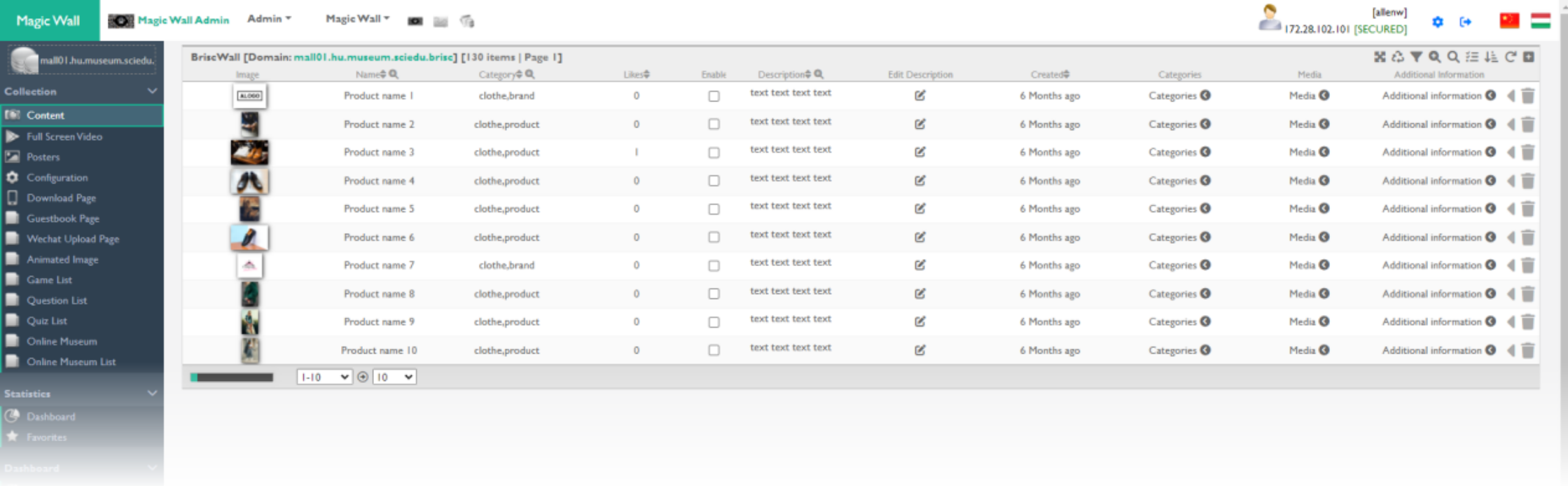
This scene displays a full screen HD poster image when unoccupied or manually selected via the admin tools. Interactive elements can be added to the poster and visitors click on the interactive elements to interact.



Portrait (vertically cut) posters

This scene displays a full screen HD poster image per screen when unattended or manually selected via the administrator's tools.

Content Management System (CMS)



The CMS allows museums to independently modify and develop the content of the Magic Wall®. Uploading is simple and user-friendly. As part of our cloud-based service, uploaded content is first stored on a central server in the cloud, from which new content is synchronized to the Magic Wall's local servers. This solution ensures that the museum's content is always protected, but also that the Magic Wall® will not stop working in the event of an internet outage.

A web-based management system that enables a range of common management of text, multimedia and other content, with a user-friendly interface and the use of ajax asynchronous request technology for faster and smoother page loading.

User behavior analysis system

Part of the Content Management System, it also supports the generation of traceable logs of user interactions and can generate regular analysis reports as a scientific basis for subsequent optimization, or for further activities of the Museums.

WHY CHOOSE MAGIC WALL?

Magic Wall® is an interactive video wall designed specifically for museums to provide visitors with a unique and immersive digital exhibition experience. Back&Rosta has been continuously developing the patented Magic Wall software since 2012, and it is now used by over 400 museums worldwide. The software is highly flexible, allowing us to adapt it to the needs of each museum and create unique, customized Magic Wall installations.

The Magic Wall's operation is uniquely stable, thanks to the patented Magic Wall software, which has been used with satisfaction in hundreds of museums for years, and the high capacity and industrial-grade hardness tools. The

stability of the system is particularly important in a museum environment, where up to dozens of visitors use the Magic Wall at the same time, seven days a week.

Our partner museums can take advantage of becoming Magic Wall owners, providing them with the opportunity to contribute to the ongoing development of the software. Magic Wall is constantly improving, and our partners can always benefit from the latest version, which is regularly updated with new functionality. In addition to being a spectacular exhibit technology, Magic Wall is also an excellent educational tool for museums, with a range of features designed to assist museum educators.



The Magic Wall is highly stable, and we offer 24/7 remote monitoring to address any issues that arise during its operation immediately. In the rare event that on-site repairs become necessary, our local partners can quickly resolve these on-site, providing a level of service tailored to the museum's specific needs.

Magic Wall's hardware system comes with 24 months of warranty, and our software is kept up-to-date via an annual maintenance and operation subscription. Our servers have state-of-the-art information security protection, ensuring operational security, and the cloud-based service combined with local servers provides strong protection against data loss. Our company is also covered by liability insurance for both the construction and the operation of Magic Walls.



The Magic Wall software includes a user-friendly content management system that allows museum staff to easily add and manage new exhibition elements without any IT skills

required. The museum can upload its database into the Magic Wall's repository, and exhibits can be retrieved any time, making it an excellent tool for short-term temporary exhibitions as well.

Perhaps the most significant advantage of Magic Wall over its competitors is our continuous innovation, developed in collaboration with our partner museums using Magic Wall. The software can be customized to any size, with our largest wall currently being 26 meters long. An unlimited number of users can engage with the wall simultaneously, constrained only by available space, whether rotating 3D objects or watching videos while receiving information in different languages. Magic Wall software also allows visitors to provide feedback to the museum to help us better understand visitor preferences.

Our partners do not only receive a product with the Magic Wall, but a comprehensive service package. Our colleagues work closely with museum professionals to develop the exhibition concept on the Magic Wall. Together, they design the features, adapt the Magic Wall to the museum's visual identity, and help with the uploading of materials, if necessary. The design elements of the Magic Wall can be flexibly adapted to the museum's needs, including the exterior cladding and the exhibition display. With the most extensive experience in interactive video walls for museums on the market, we can provide the museum with best international practice in this field.



Back & Rosta Ltd.

For further information on what Magic Wall® is and how it works,

please visit our website

www.the-magic-wall.com

or contact us via email at

info@the-magic-wall.com