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National Museum of Science and Industry Unveils New, Interactive Website Roll-Out

- ***6.5 Million Visitors Now Have Online Access to Over 2,500 Objects from the Science Museum Collection – the First Part of a Project to Upgrade all Museum Sites***

Bath, 29th March 2007 – The National Museum of Science and Industry (NMSI), the organisation behind the Science Museum, National Railway Museum and the National Media Museum, has launched the first phase of a project to transform the online experience with a new, interactive website for the Science Museum's 6.5 million online visitors. The site was based on a technical solution delivered by Eduserv, the not-for-profit IT services group, and is powered by Sitecore's Content Management System (CMS).

The new website, launched in March, will give visitors access to over 2,500 objects from the museum's collections

As part of phase one of the content management project, the NMSI's extranet and its organisation-wide intranet will also be delivered. Once this phase is complete, phase two will be launched, which will include work to integrate the other museum websites.

The CMS will also allow NMSI to redesign all its websites in line with the requirements of the World Wide Web Consortium's (W3C) Web Accessibility Initiative.

Mel Burns, Chief Information Officer of NMSI, comments: "NMSI offers visitors the opportunity to explore science, technology and innovation in a fun and engaging way. To do this, we need to have the right technology platforms in place. Eduserv has delivered a content management system that we hope will help us to enhance the visitor experience and allow our staff to author, approve and upload content faster without duplicating effort. With the launch of our new Information Group and the CMS we hope to make more of our fabulous assets and information available to more people, quicker and better.

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Sitecore will allow non-technical staff to quickly and easily create and load content which will help us to achieve our aim.”

We chose Eduserv as our partner because of the enthusiastic and genuine approach to delivering solutions to meet our requirements. Also for their demonstrable experience in developing and implementing the Sitecore content management system. Eduserv have engaged well with us to build a strategic and lasting relationship.”

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Notes to Editors

About the National Museum of Science and Industry

The National Museum of Science & Industry (NMSI) is a family of UK Museums devoted to science, medicine, technology and industry. The NMSI comprises the Science Museum in London, Science Museum Swindon, the National Media Museum in Bradford and the National Railway Museum (NRM) in York and Shildon. Its collections are the largest, most comprehensive and most significant in their field anywhere in the world. Each year the NMSI museums attract a total of four million visitors including one and a half million children. The NMSI is a Non Departmental Public Body sponsored by the Department of Culture Media and Sport.

About Eduserv

For more information about Eduserv please visit: www.eduserv.org.uk.

Further Information

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