

DURATEQ ATV Project Overview

DURATEQ

Heavy Duty.

Without the Heavy.

This case study is an overview of the DURATEQ ATV project implemented at the World of Coca-Cola museum in downtown Atlanta, Georgia. Since opening day, Softeq's DURATEQ ATV devices have provided immersive experiences for hundreds of guests with sight or hearing disabilities, enabling them to fully enjoy what the World of Coca-Cola intends for everyone!

Assistive technology has truly come to life at the World of Coca-Cola today. Continue reading to see how Softeq and Durateq can make it come to life at YOUR venue.



Figure 1: Outside Shot of Grand Opening of The World of Coca-Cola in Atlanta, GA



Figure 2: ATV DURATEQ in-use at the World of Coca-Cola Museum

Company

Softeq Development Corporation

Case Study

DURATEQ ATV Project Overview

Industry

Public attractions, museums, and entertainment venues

Solution

The DURATEQ ATV creates an immersive experience for everyone!

BEGINNING STEPS

The first step of any installation at a venue is to go to the site for an initial visit to scope the layout. It is important to see how exhibits are set up in order to develop an immersive assistive experience. For the World of Coca-Cola, Softeq members were invited for an initial consultation while the building was still under construction which was instrumental in making this particular project a success.

In most cases, the museum will first provide a blueprint of the floor plan and all the exhibits throughout the venue. At the World of Coca-Cola, exhibits are categorized into two different styles of attractions: “walk-through” exhibits (Coca-Cola artifacts, bottling line, etc.), and “sit-down” theater shows. These two types of attractions require similar equipment but different installation steps.



Figure 3: Guests inside the World of Coca-Cola

Next, Softeq consultants meet with the museum designers and discuss which exhibits need assistive support. The exhibits that are picked to be equipped with assistive content are then identified on the floor plan. For example, at the World of Coca-Cola, 20 different locations were chosen for assistive technology support. It is the venue designer’s final decision where assistive technology is installed and also what specific content they want to provide per location. DURATEQ ATV supports content for assistive listening, handheld captioning, descriptive narration and even foreign language translations. Museum designers may choose to support any or all types of assistive content per location.

Finally, the museum will typically partner with a content specialist to professionally produce the audio and captioning content, which Softeq then integrates onto the devices.

INSTALLATION IN THE EXHIBITS

Exhibit areas require small infrared (IR) emitters in order to complete the assistive technology solution. Each emitter is strategically placed usually high and out of sight. The emitters invisibly broadcast special codes so when a guest walks into the exhibit area, the device senses the code and plays back the appropriate content which is resident on the devices. (On the device there are lenses on the sides which are sensitive to infrared light).

One exhibit at the World of Coca-Cola is called “Bottle Works”. An IR emitter has been installed in that room and programmed with a unique code; therefore the emitter broadcasts that specific code through infrared light. The device is programmed so when it detects the “Bottle Works” code it knows that the guest is in that area and triggers the appropriate captioning, descriptive narration, or translation depending on the guest’s need.



Figure 4: Emitter strategically placed



Figure 5: Emitter strategically placed

INSTALLATION FOR THE SHOWS

There is a slight variation for the installation of the assistive support for the shows. In a theatre, IR emitters are installed similarly to exhibit areas, but they are connected to show controller so that content on the device can be synchronized with the show. The emitter cues the device to start handheld captioning, descriptive narration, or translation when “hit” by the emitter with specific codes, then continues to keep the content synchronized for the duration of the show.

Assistive listening is also supported and can be provided for the shows. The show is received over DURATEQ ATV’s built-in FM tuner. To make this happen, the actual audio of the show is broadcast over FM and then amplified by the device through headphones for guests that need assistive listening. In this case the device actually acts like a little



Figure 6: Show Controller

radio, and can also receive “live” audio from a tour guide or show host prior to or after the show.

In most cases Softeq will work directly with the audio/video integrator who is responsible for all the audio video equipment at the museum. Softeq worked with Electrosonic at the World of Coca-Cola.

STAFF INTRODUCTION AND READINESS TRAINING



Figure 7: DURATEQ ATV Devices and Headphones at Guest services ready for action.

All DURATEQ ATV devices are stored at the guest services counter in their multi-charging docs. Softeq provides a brief training session for the staff to ensure successful adoption of the assistive technology solution.



Figure 8: Coke rep with DURATEQ ATV device and headphones

DURATEQ Handheld Solutions

Developed by Softeq Development, DURATEQ handheld solutions were created for businesses requiring durable, handheld technology in a small form factor. Based on HP iPAQ Pocket PC technology, DURATEQ gives you a ruggedized durable device that's maximized for compatibility with commercial and custom applications without the bulk, weight, and awkwardness of other rugged handhelds.

For more information, visit www.durateq.com.

Softeq Development Corporation

Headquartered in Houston, TX, Softeq Development Corp. specializes in system integration, project management, and product development for Fortune 500 companies worldwide guiding them toward a common goal: the successful release of a product.

For more information, visit www.softeq.com.

The World of Coca-Cola Museum

The World of Coca-Cola®, in the heart of downtown Atlanta, is the only place where visitors can explore the complete story -- past, present and future -- behind the world's best-known brand. For more information, visit www.worldofcoca-cola.com.



Figure 9: The World of Coca-Cola Museum in Atlanta, GA