

## Dallas Museum of Art and NEC Build on Vision for Arts Network

*Nationally recognized museum leverages UNIVERGE360 technology, services and partnership approach to help enhance communications and visitor experience*

**IRVING, TX, June 10, 2008** — Today, NEC Unified Solutions, Inc. (NEC), a leader in enterprise business communications, announced the Dallas Museum of Art (DMA) is leveraging NEC solutions and expertise to create a unified infrastructure comprising wireless LAN, voice and digital signage. The resulting technology enables the DMA's Arts Network, a technology vision designed to deliver broad public access to great works of art.

The Arts Network provides a digital arts experience, including public wireless access for educational purposes. The infrastructure behind Arts Network also helps enable the museum to accommodate major exhibitions, such as the Egyptian government's upcoming *Tutankhamun and the Golden Age of the Pharaohs*, scheduled for October.

"NEC absolutely has been an integral part of the team bringing the Arts Network alive," said Homer Gutierrez, director of information technology for the DMA. "For instance, because the *Tutankhamun* exhibition is organized by National Geographic, Arts and Exhibitions International, AEG Exhibitions, and the Egyptian Supreme Council of Antiquities, our IT must be flexible enough to accommodate whatever their team needs. With NEC's help, the Arts Network has elevated the museum and helped enable us to be truly prepared to maximize the visitor experience during an exhibit like *Tutankhamun and the Golden Age of the Pharaohs*."

### About The Solution

NEC designed and implemented a unified infrastructure for the DMA, including wireless LAN (WLAN) infrastructure deployed by NEC in 85 percent of its public and back-office spaces, as well as NEC digital signage for public way-finding and the UNIVERGE® NEAX® 2000 IPS for voice over IP.

More specifically, the network includes the following:

- **Mobility** – WLAN architecture design and installation consisting of 148 access points with centralized controllers. The WLAN network is most often used by visiting classes from schools in Texas and surrounding states. NEC provided turnkey installation for the museum's Cisco® wireless infrastructure, and future plans include increasing coverage to 100 percent of the museum's four floors over a full city block in the Dallas Arts District. The museum is also planning for a fixed-mobile convergence solution for improved mobility and availability among DMA staff.
- **Voice** – The UNIVERGE NEAX 2000 IPS communications server provides voice over IP services to approximately 150 staff members. IP voice and data

communications are a critical foundation element that will be leveraged in future technology decisions, such as fixed-mobile convergence.

- **Digital Signage** – Five NEC digital signs and the NEC BlueFire® VC400 Digital Signage Controller for an enhanced visitor experience. The signs provide directional way-finding and a means to preview upcoming exhibits.

“The Arts Network has enabled us to break down communication silos and enhance collaboration among museum staff while pushing content out on the Web where more people can access it,” said Homer Gutierrez, director of information technology for the DMA. “During the design and installation of our WLAN equipment, NEC’s wireless services team did an excellent job of working around exhibition department schedules and staying in close touch with the registrars who track the location of art objects. Previous to that, moving to the UNIVERGE voice over IP (VoIP) system with IP phones helped us ease system management and reduce system maintenance needs.”

Don Fiorentino, vice president of western regional sales for NEC Unified, said, “The DMA’s Arts Network technology vision aligns perfectly with the UNIVERGE360 approach to placing people and their roles at the center of communications. We at NEC look forward to continuing our relationship with the museum as it enables visitors and the public at-large to enjoy great works of art in new and innovative ways.”

By using NEC’s technology, services and alliances to place its employees and the visitor experience at the center of its communications strategy, the DMA is leveraging UNIVERGE360, an enterprise communications model and approach developed by NEC and unveiled earlier this year. An in-depth case study on NEC’s work with the DMA can be found online at [www.necunified.com](http://www.necunified.com).

### **About the Dallas Museum of Art**

The Dallas Museum of Art, established in 1903, has an encyclopedic collection of more than 25,000 works spanning 5,000 years of history and representing all media with renowned strengths in the arts of the ancient Americas, Africa, Indonesia and South Asia; European and American painting, sculpture and decorative arts; and American and international contemporary art.

The Dallas Museum of Art is the anchor of the Dallas Arts District and serves more than one-half million visitors a year, offering more than 5,000 education and public programs annually, designed to engage people of all ages with the power and excitement of art.

The Dallas Museum of Art is supported in part by the generosity of Museum members and donors and by the citizens of Dallas through the City of Dallas/Office of Cultural Affairs and the Texas Commission on the Arts.

**About NEC Unified Solutions**

NEC Unified Solutions helps companies unify their business communications through innovative software, applications, development tools, and services. NEC offers a complete portfolio for unified communications, wireless, voice, data and managed services, as well as systems integration and application development. NEC Unified Solutions serves as the North American communications integration arm of global giant NEC Corporation for Fortune 1000, as well as small to mid-sized businesses in vertical markets such as hospitality, education, government, and healthcare. For more information, visit [www.necunified.com](http://www.necunified.com)