

August 23, 2024

Artizon Museum, Ishibashi Foundation

The Artizon Museum Official App, Updated Now with an audio guide using image recognition technology to identify works

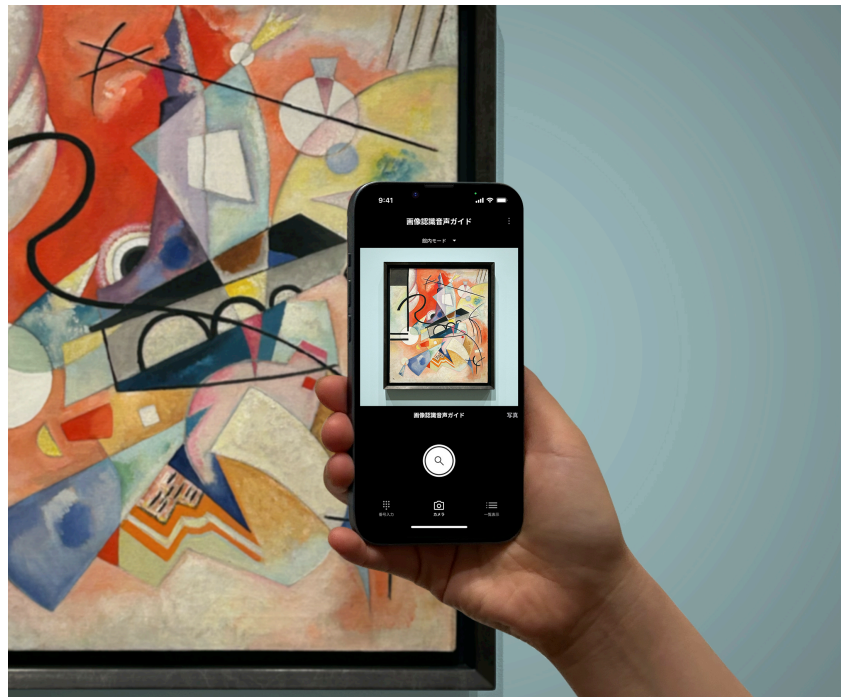


Fig. 1

The Artizon Museum, Ishibashi Foundation (Director: Ishibashi Hiroshi), which is committed to being "an open museum with advanced design features," is making dedicated efforts to utilize IT in its exhibitions and various initiatives. Now the latest update to the Artizon Museum Official App, which offers smartphone users, for free, an audio guide, is equipped with image recognition technology to identify works in the collection. This new feature has been available for the first time when the *Place and Piece* exhibition opened on Saturday, July 27.

To use this new feature of the app, visitors simply point their smartphone's camera at a work, as though taking a photograph of it. The app will recognize the image and start the audio guide. Besides making the audio guide easier to use, seamless integration of the photo and audio guide features eliminates the need to stop the audio guide to capture images.

Essentials, Special Features, and Improvements

1) Essentials

- Name: Artizon Museum Official App
- Release Date: July 24, 2024
- Supported Devices: iPhone and Android phones running on iOS 16 or Android 13 or later operating systems. (Please note that the app is not guaranteed to run on all smartphones.)
- Requires Wi-Fi (provided by the museum) and location-search features.
- Available in 4 languages: Japanese, English, Simplified Chinese, and Korean.

2) Special Features and Improvements

- First museum use of GAZIRU, the high-resolution image recognition technology developed by GAZIRU, Inc., to identify works.
- Incorporation of photography functions in the official app, for seamless integration of the audio guide and photography. Images can be stored in the smartphone's camera roll.
- The audio guide can also be operated using the phone's keypad.
- Content is stored in the Artizon Cloud database system (described later) , ensuring that latest information, updated as needed, is available to app users. Users do not need to reinstall the app each time content is added.
- The program has been completely reworked to work smoothly with the latest operating systems.

Audio Guide Images

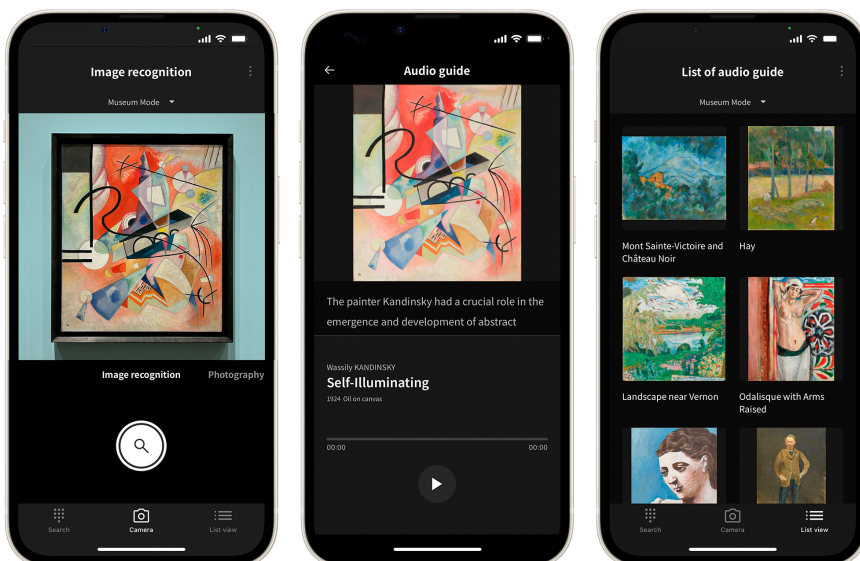


Fig.2

The Ishibashi Foundation's IT initiative—Artizon Cloud

Artizon Cloud is an essential component of the Ishibashi Foundation information systems that support the Artizon Museum as “an open museum with advanced design features.” An independently developed IT system, Artizon Cloud combines what were several separate databases with information about our collection and data specific to each of the works it includes. This system is the critical core of many activities: it supports the work of our staff, archives data, and makes that data accessible through websites and smartphones applications. The data it contains are regularly updated and added to, to ensure that visitors to the museum can find the information they need to satisfy their intellectual curiosity.

Artizon Cloud Diagram

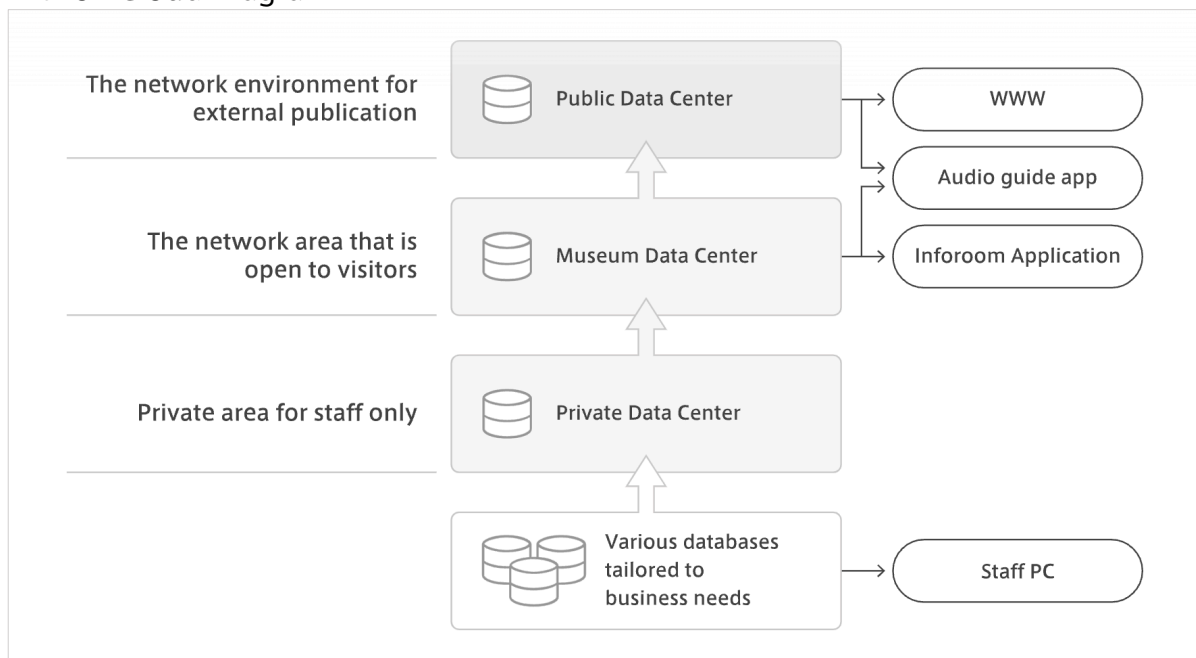


Fig.3

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