

# SAMSUNG

## Samsung Interactive displays for world leading library

### **The challenge:** To provide Oxford University's world-renowned Bodleian Libraries with innovative interactive displays

Oxford University's Bodleian Libraries group is one of the world's great set of libraries. In March 2015, the Bodleian's Weston Library (formerly known as the New Bodleian) opened to the public. It houses the Bodleian's collection of rare books, medieval manuscripts and political archives.

The Weston Library provides new facilities for cutting edge research and scholarship, sharing important historical works with the public through exhibitions, public programmes and digital engagement.

The Weston Library is in a striking, recently renovated building in the heart of Oxford, based on an earlier structure built by the renowned architect Giles Gilbert Scott.



**We meticulously designed and located the digital experience at key touch points along the journey inside the library. The digital information will invite, engage and inspire the visitors.**

**Andy Griffiths**  
President,  
Samsung Electronics UK & Ireland

"The library has been extensively renovated to improve public access to the Bodleian's national and international treasures," explains Bodleian Libraries' Richard Ovenden. The renovation was designed by WilkinsonEyre Architects, led by Founding Director Jim Eyre.

One of the key devices the library has used to enable innovative public engagement with



### **The customer**

One of the world's great libraries, Oxford University's Bodleian Libraries.

### **The challenge**

To equip Bodleian Libraries' recently renovated Weston Library, which houses one of the finest collections of rare books, medieval manuscripts and political archives in the world, with innovative displays to enable visitors to interact digitally with its collections and exhibits.

### **Samsung products and services**

- A mixture of Samsung digital signage and interactive touch-screens as well as bespoke software. These are located in eight public areas of the library.

### **Benefits**

- Visitors to the Weston Library benefit from a state-of-the-art interface to explore collections at leisure. The library benefits from introducing modern, high impact displays to the building.

its collections is interactive, state-of-the-art Samsung digital displays located in key areas throughout the public spaces of the library.

**The solution:  
Samsung digital signage and interactive touch screens, powered by bespoke software**

Samsung has provided a series of high-impact digital signage displays and interactive touch-screens, powered by bespoke software.

They are located in eight key public areas in the library. The displays enable users to interact digitally with the collections and exhibits. The public can also access expert advice via the displays.

Samsung's customised digital technology helps guide students, researchers and academics as they use the library's three reading rooms. "The digital engagement in the Weston Library has been brought about through this collaboration with Samsung," says Ovenden. "Their skills and experience supports our engagement with the public and our scholars "

"Samsung has brought their own expertise to bear on what could have been quite a tricky project – that is, to fit very modern technology into the environment of a library, which could have been very intrusive," adds Ovenden.

"They've managed it through their application and their technology, using our content to present to the public in a very modern way. It's worked absolutely brilliantly for us."  
"We are using technology to really enhance and develop the learning experience," says Andy Griffiths, President, Samsung UK & Ireland.  
"We've worked with WilkinsonEyre to create

visually dynamic displays and build kiosks that allow the visitor immediate access to many of the Bodleian's treasures."

"These are accessed through a Samsung-designed intuitive application with simple-to-follow interfaces. The casings are purpose-built from the same materials WilkinsonEyre used in their architectural designs. We meticulously designed and located the digital experience at key touch points along the journey inside the library. So the digital information will invite, engage and inspire the visitors and users in the right context."

**The result:  
A state-of-the-art solution enabling users to enhance their visit via enticing and informative displays**

The Weston Library benefits from an ultra modern interface through which the public can access its world-renowned material. As Jim Eyre, Founding Director of WilkinsonEyre explains: "It's good to work with Samsung and it's equally important for the library to have these digital displays – without them I think it would somehow feel as though we hadn't moved into the modern age."



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**Jim Eyre  
Founding Director,  
WilkinsonEyre**



**Samsung has brought their skills and experience to support our engagement with the public and with our scholars.**

**Richard Ovenden,  
Bodley's Librarian, Bodleian Libraries,  
University of Oxford**



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