

## **The making and using of a 3D virtual exhibition system at the National Palace Museum**

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Recent years, the National Palace Museum (NPM) has attempted to break through the traditional modes and forms of technologies when communicating with audiences. The “3D Virtual Exhibition System” developed by the NPM pioneered a brand new, virtual interactive system entitled “Experience the Artifacts.” Through this system, people could virtually touch and play with the famous Jadeite Cabbage, Ivory Ball, and several imperial artifacts. In this way, people could share the once highest privilege of the emperor. This presentation will bring up details of state-of-the-art 3D technologies applied, system integration, and also the practice of extending this system by a series of marketing campaign. A documentary film will reveal the details of the making of this hi-tech system. The extended marketing campaign followed up gives the museum industry a brand new vision of outreach endeavors.

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