



EXHIBIT INGENUITY

WITH OTTERBOX DEFENDER SERIES FOR iPad

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— Erica Dicker,

Powerhouse Museum Assistant Curator

The Powerhouse Museum in Sydney, Australia showcases 125 years of human ingenuity in the areas of science, technology, design and industry. When its staff decided to implement Apple® iPad™ devices into its interactive EcoLogic exhibit, Assistant Curator Erika Dicker knew they would require heavy duty protection. The perfect case for the job was the rugged OtterBox® Defender Series®.

“We looked at soft silicone cases, along with a few other custom options; however, we needed something that was going to be tough enough to withstand over 50,000 school children using the devices each year,” Dicker explained.

The iPads were incorporated in the sustainability-focused exhibit’s water resources section to allow children to get hands-on with technology. In partnership with Sydney Water, digital design agency Digital Eskimo and software developers Bonobo Labs, the museum created the “WaterWorx” game, simulating the difficulty of managing an urban water system. Museum-goers can test their water management prowess on eight iPads. All are protected by an OtterBox Defender Series case, which combines a two-piece polycarbonate shell lined with soft felt, silicone outer skin and a self-adhering screen protector for rugged protection against drops, bumps and scratches.*

More importantly, OtterBox cases have allowed the museum to showcase its own ingenuity in deploying consumer technology in an exhibit setting. It’s common for institutions to dedicate staff time and museum money to developing customized display technologies, but with the iPad and OtterBox solution, the Powerhouse Museum can leverage pre-existing technology that visitors are comfortable using.

“The iPad deployment is a means to refocus both visitor attention and development resources on content and engagement – not display technologies,” explained Seb Chan, head of digital, social and emerging technologies for the museum, in his blog announcing the launch of the exhibit.

Within a week of the launch other institutions were in touch to see how Powerhouse Museum managed to bring delicate high-tech to demanding hands-on exhibits. Dicker recommends OtterBox as the solution.

“This is our, and possibly Australia’s, first experience using iPads as an interactive in-gallery experience,” she said. “The OtterBox cases offer several things we needed. They are super tough to protect the iPads from being dropped, and they are also aesthetically pleasing.”



ABOUT OTTERBOX:

Built upon fundamentals of hard work, innovation and perseverance, OtterBox is a leader in the production of premier protective solutions for global handheld manufacturers, wireless carriers and distributors.

Incorporating creativity and cutting-edge design into every product, OtterBox creates sleek and durable cases that offer reliable device protection to complement any lifestyle.

OtterBox was founded in 1998 and is headquartered in Fort Collins, Colo.

NOTE:

*Defender Series case NOT protected against water. Will provide some added protection against bump, shock and dust.

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