

Vatican Museum invests in plasma technology for enhanced security and customer experience

Involved : 32 x TH42PH11EK, 8 x TH50PH11EK, TH-65PF11EK, TH-103PF12EK
End user : Vatican City
Placement : The Vatican Museum and Security Room
Install Date : January 2011

Vatican City in Rome, Italy is home to some of the greatest museums in the world; displaying works from the immense collection built up by the Roman Catholic Church throughout the centuries. Founded by Pope Julius II in the early 16th century, the museums host international visitors to some of the most renowned classical sculptures and most important masterpieces of Renaissance art in the world.



With over four million visitors a year, The Vatican Museum had to ensure it has the best equipment in place to monitor the crowds and clearly display vital information about the different galleries throughout the building. Previously using three year old LCD displays, The Vatican Museum felt it was time to upgrade its existing technology to offer clear directional and informative signage for museum guests, as well as enhance its security control room.



TH-103PF12EK in the visitor reception at The Vatican Museum

The Art of Technology

After considering a range of systems, the Vatican Museum decided to go with plasma technology from Panasonic as it proved to be the most reliable in the long run and provided the highest picture quality. As a result, the museum installed 42 Panasonic plasmas across the galleries and in the security control room. The main lobby uses a 103" display, as it has the most traffic, and needs to be visible from behind a crowd, while the bookshop on the first floor uses a 65" display. In front of both Ticket offices, the museum installed four 50" plasmas to display various ticket prices and options so customers understand what they want to purchase before they reach the attendant.

As a sacred environment, Digital signage is an important part of keeping the Vatican Museum calm and chaos-free, as well as ensuring tourist visits are as enjoyable as possible.

Local Contact

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In the CCTV Control Room, thirty-two 42" displays were fitted to create a plasma wall which lets the security team monitor every aspect of the museum. All screens throughout the museum are connected by LAN/WAN and Panasonic NM Stage signage software enables the displays to be controlled from a single computer in the control room.



Signage and way-finding for Vatican guests and visitors

Information can be uploaded to a server and distributed in real-time across the museum network via the internet and distributed to up to 3,000 sites. The strikingly bright, crisp pictures which are visible from any angle and in any lighting, ensure the directional and informative signage are seen by museum visitors.

The bulk purchase was a cost-effective long-term investment for the Vatican Museums since the Panasonic plasma screens provide high-quality pictures with a typical lifetime of 100,000 hours of usage.

"The technology inside the Vatican continues to have an important role to play from the Main Lobby to the Security room. The ability to control the Museum floor screens from a single location is essential to managing our digital signage system," said Monsignor Nicolini, Museum Executive. "Our primary goal is to ensure our visitors have an enjoyable experience from the moment they walk through the museum doors to when they leave, and the technology helps us achieve this."

"We've had a longstanding relationship with Vatican City and this is yet another testament to that continued support," said Laurent Labadie, President and CEO of Panasonic Europe. "Our plasma technology allows the Vatican Museum to create and manage the digital experiences its guests receive and ensure they are kept safe with such a large amount of traffic. We are thrilled that Panasonic was chosen to upgrade the museum's display technology."



H.E. Mons. Carlo Maria Viganò and Mr Laurent Abadie

Why use Panasonic Displays for way-finding and signage?

- Displays are reliable with robust build
- High-quality images visible from any angle
- Displays are scalable and easily managed through network settings

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