

DORNIER BOMBER TO BE DISPLAYED IN TRAFALGAR SQUARE

The RAF Museum is using cutting edge digital technology to share its newly acquired exhibit – the Dornier Do17 bomber - with the world.

Using a specially developed Augmented Reality App called Apparition: Dornier17, a full scale, 3D vision of the aircraft will be visible in situ at various locations around the world.

In June the Museum successfully lifted the only known German Dornier Do17 bomber, from the waters of the Goodwin Sands, three miles off the coast of England. The event was a media phenomenon with viewers across the globe tuned in to watch it happen live.

A grant of £75,000 for exhibition development from **Wargaming** has allowed the Museum to work with **redLoop design and innovation centre** to develop a brand new method of exhibiting Museum artefacts. The creation of the 'Wargaming.net **Interpretation Zone**' has been funded by **Wargaming**, an award winning global game publisher and developer.

From **16th Oct 2013**, visitors to the Museum sites at London and Cosford will be able to see a fully restored, 3D, full scale, augmented reality Dornier. Visitors will be able to view this through their smart phones via the 'Apparition: Dornier17' app.

Apparition: Dornier17 will be able for free download from the Apple App store from 16th Oct and soon after will be available on Android.

Furthermore the Museum has also tied in with organisations across the globe including; Museo del Aire Madrid Spain, Warsaw Museum of Polish Military Technics Poland, War Museum Overloon The Netherlands. Great Horwood C of E Combined School England, Canada Aviation and Space Museum, The Air Force Museum of New Zealand Museum plus the Pima Air & Space Museum/Arizona Aerospace Foundation to celebrate the launch of the exhibition. Visitors to those Museums will also be able to see the augmented reality Dorniers through their smart phones, hovering in situ.

*“Wargaming is delighted to be working with the RAF museum and its partners to develop an augmented reality application to bring history alive, and allow users to view the Dornier 17 bomber from locations around the world. Said, **Tracy Spaight, Director of Special Projects, Wargaming**. One of the challenges museums face is how to reach a younger generation, a demographic that author Mark Prensky called ‘digital natives’. Young people are used to interacting with content in ways that museums are only just beginning to explore. Wargaming.net is pushing the envelope to create interactive experiences that will help enrich our historical understanding and bring a new generation to museums.”*

Royal Air Force Museum Director General, Peter Dye: *This heralds a new era of exhibition display and what Museums can achieve. For the first time ever the same 3D exhibit is visible in defined physical sites around the world.”*

redLoop Director, Dr Andy Bardill: *“We are now living in the science fiction future, described by William Gibson, where we can create virtual 3D objects that people can look at, walk around and explore in physical spaces or in their own home using commonly available smartphones and tablets. We have used this technology to bring the Dornier17 back to life and it clearly has immense potential for augmenting museum collections.”*

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About Wargaming

Wargaming is an award-winning online game developer and publisher and one of the leaders in the free-to-play MMO market. Founded as a privately held company in 1998, Wargaming has shipped more than 15 titles and employs over 2200 people across such key regions as North America, Europe, Russia, Asia, and Australia.

Currently, Wargaming is focused on its team-based MMO war series dedicated to mid-20th century warfare that will include the company's flagship armored MMO World of Tanks, launched in April 2011 and currently boasting over 70 million players worldwide, the flight combat World of Warplanes, named one of the most anticipated MMOs, and the naval World of Warships, scheduled for release in 2014.

In June 2012, Wargaming announced the Wargaming.net Service, the epicenter of the online battle gaming universe that will gather the series under a single portal—www.wargaming.net

Official website: www.wargaming.com

The RAF Museum

The purpose of the Royal Air Force Museum is to tell the story of the Royal Air Force through its people and collections. This means that:

For our visitors, we make our collections and the RAF story relevant and stimulating.

For current and former RAF personnel and their families, we preserve, honour and share the stories of their service.

For our nation, we help people to understand the impact of the RAF in the world.

The Museum's ambition is to ensure that the Royal Air Force's story endures and enriches future generations.

The Museum occupies two public sites at Colindale in North London, and Cosford in Shropshire, West Midlands. Each site offers a unique experience for the visitor and the exhibits complement each other. Both Museums are free to enter and open daily from 10 am.

At each site you will find a world-class collection and display of aircraft, integrated with special exhibitions, films, interactives, artwork, engines, missiles, photographs, medals and uniforms plus research and education facilities, enabling the Museum to take an innovative approach to telling the RAF's story whilst keeping with tradition.

The Dornier Do 17 Project

In 2008 the remains of an intact Dornier Do 17 were discovered on the seabed of Goodwin Sands. This was a discovery of international importance, as this aircraft, which was shot down on 26th August 1940, is the world's only surviving Dornier Do 17.

With the aid of the National Heritage Memorial Fund and a number of other sponsors, including Wargaming.net, the Dornier Do 17 was successfully lifted from Goodwin Sands in front of a live international TV audience at 6:20pm on 10th June 2013 before being transferred to the Wargaming.net Dornier Interpretation Zone at Cosford.

This is just the beginning of a project that has developed new conservation techniques and new technologies to share with our visitors at Cosford, London and on-line the powerful and poignant story of the Dornier Do17, the RAF, the people of Britain, and the early days of World War Two.

About redLoop

redLoop is a research-led, innovation and design collaboration centre based within the School of Science and Technology at Middlesex University London.

redLoop brings together research expertise, social and ethical philosophies and commercial experience from across the University and its collaborative networks. This enables us to develop innovative interdisciplinary work areas across a broad range of applied research and commercial scenarios in the product, service, interaction, user-experience and technology sectors.

We have recently delivered, and are actively working, on a number of projects that bring together physical objects and spaces, digital systems and applications, and media content to deliver new user experiences and value exchanges between institutions, corporate clients, artists and end-users [visitors, customers, audiences, etc]

The Interpretation zone developed for the RAF Museum is a 'bleeding edge' approach to interpretation in museum spaces and builds the foundation to develop the next generation of visitor and educational experiences.

Official website: www.redloopdesign.co.uk

Media Contacts

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