

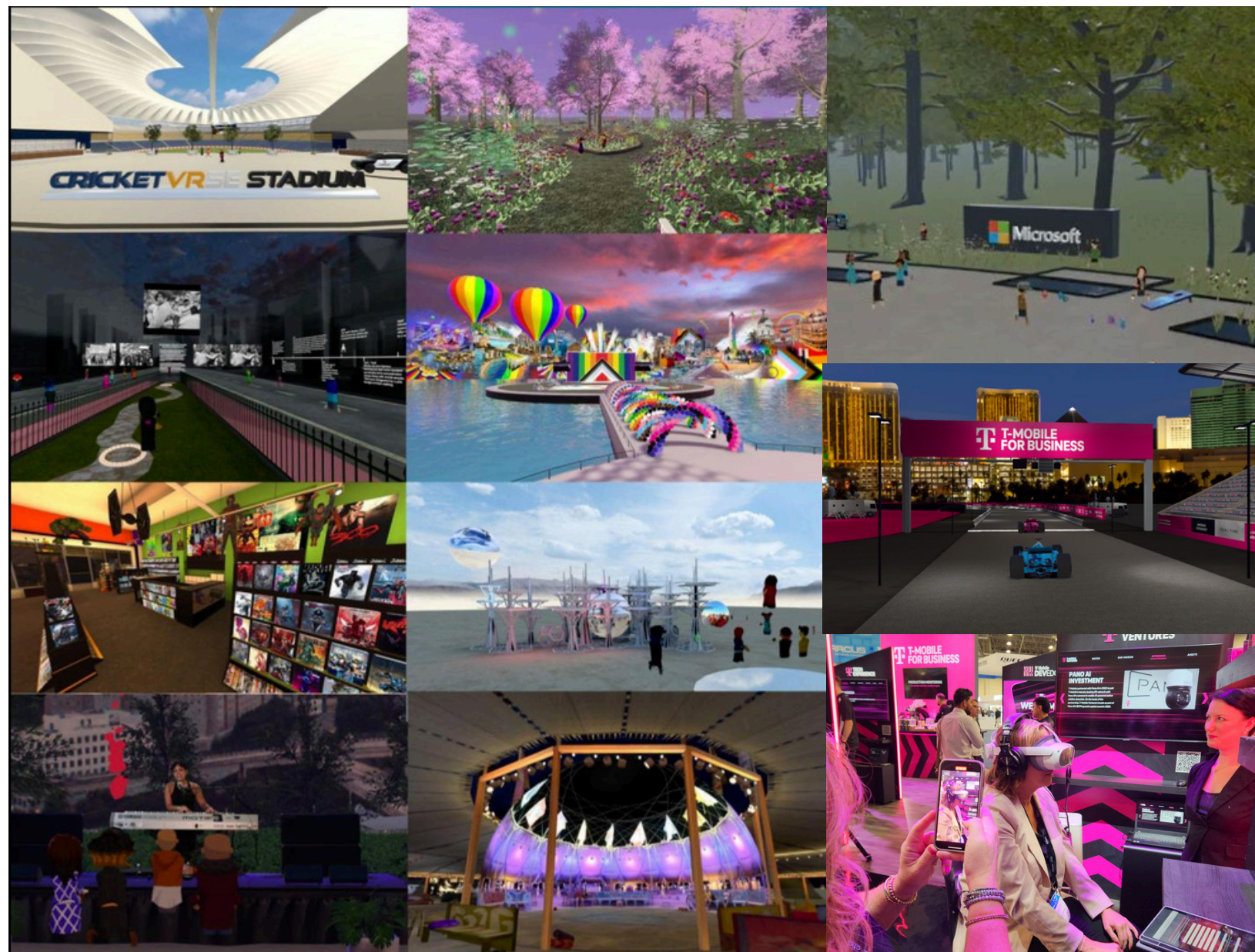
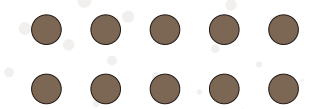
EXTENDING MUSEUM IMPACT THROUGH XR

A Proposal for the Santa Barbara Museum of Natural History to bring immersive technology to its exhibits, and its exhibits to the world.

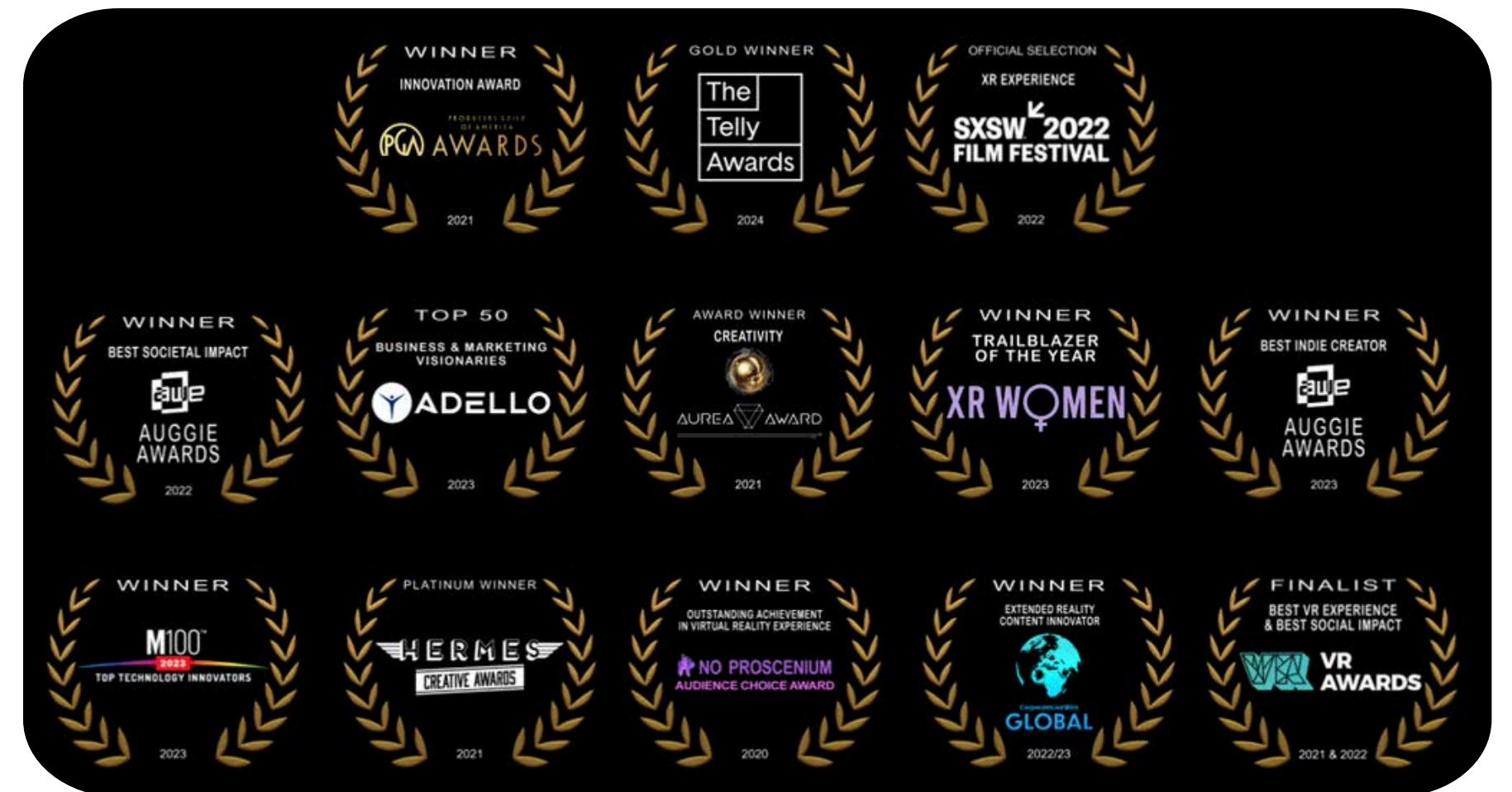
**BIG ROCK
CREATIVE**

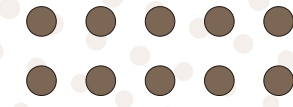
WHO WE ARE

Big Rock Creative (BRC) is an award-winning XR solutions studio creating immersive, accessible, and emotionally resonant experiences. We specialize in translating story narratives into extended reality (XR).



Our past clients include: T-Mobile, Microsoft, The United Nations, Google, Ubisoft, CBS, CalArts, Themed Entertainment Association (TEA), and more



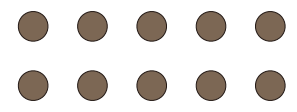


WHY XR FOR MUSEUMS?

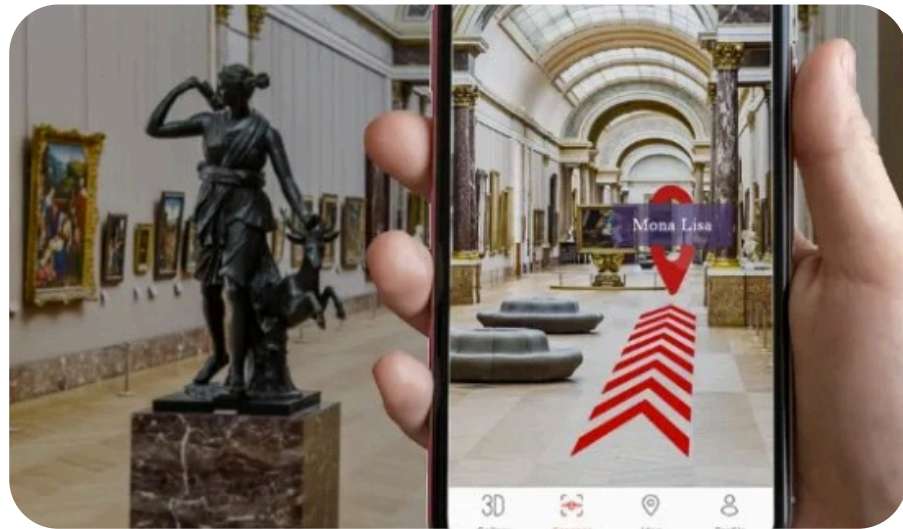
Extended Reality (XR) transforms museum visits into immersive, interactive journeys. It broadens access for those with disabilities or limited mobility, connects with global audiences, and turns exhibits into powerful, story-driven experiences. By blending education with engagement, XR invites visitors to explore, feel, and learn in entirely new ways. Whether guiding a classroom through ancient ecosystems or placing a visitor inside a pivotal moment in history, XR turns passive observation into active exploration.

- ✓ **Expand accessibility and inclusion**
- ✓ **Reach global and remote audiences**
- ✓ **Deepen engagement with storytelling**
- ✓ **Educate through interactivity**





WHAT IS XR?



Augmented Reality (AR):
Digital overlays on physical exhibits

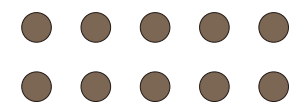


Virtual Reality (VR):
Fully immersive recreations or narratives

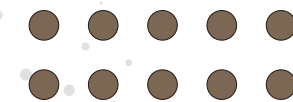


Mixed Reality (MR):
Interaction between physical and digital objects

PROJECT GOALS



- ✓ Increase accessibility for all
 - Creating a VR app for GEM will provide access to exhibits while at home, in classrooms, or other facilities
- ✓ Attract youth and diverse visitors
 - XR technologies are fun to engage with, making the content more compelling to a younger audience
- ✓ Preserve and extend exhibit life
 - Recreate traveling exhibits in VR to have them as part of your digital museum long after they are gone. Extending your impact far beyond the physical walls.
- ✓ Enable global classroom learning
 - Incorporate lesson plans to go with exhibits for students around the world to learn from as they interact with your VR app.
- ✓ Drive memberships and donations
 - Add digital membership to your regular membership or have digital only. Just as you raise funds for physical exhibits, you can do so for digital ones. Donors are inspired by innovative technology and want to participate.





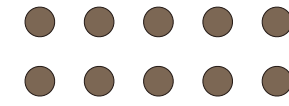
GRAND EGYPTIAN MUSEUM USE CASE EXAMPLES

At the Grand Egyptian Museum, XR can expand its reach through a stunning, high-fidelity digital twin—bringing the full scale and grandeur of GEM to audiences worldwide. While the museum already uses AR and Mixed Reality onsite, a fully immersive virtual replica would allow visitors to walk the Grand Staircase, explore the Tutankhamun galleries, and stand before monumental statues from anywhere on Earth.

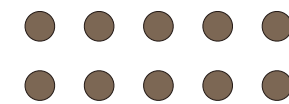
Layered storytelling, filmed 360 guided tours, and interactive educational modules transform the digital twin into a global learning platform. Classrooms can dive into ancient Egyptian civilization through immersive reconstructions, excavation simulations, and looks behind the scenes. More than access, this becomes a powerful invitation—sparking curiosity worldwide and inspiring future travelers to experience GEM in person.

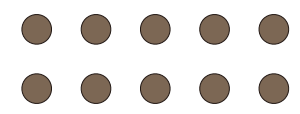
IMMERSIVE LEARNING

CLASSROOM INTEGRATION



- ✓ Remote classroom access to VR exhibits
 - Students from anywhere around the globe can access from VR headsets, desktop computer, or tablets
- ✓ Group collaboration in social VR
 - Bridge the divide by having students from diverse schools and locations learning together through social VR. They will learn about the exhibit and each other
- ✓ Remote tour guides or AI guides trained on exhibit content
 - Tour guides in Cairo could work with students across the globe. And when staff guides are not available, AI guides trained on museum knowledge can fill in when needed.
- ✓ Content aligned with educational standards
 - Built in lesson plans to help teachers keep to educational standards
- ✓ Accessibility, neurodivergent, multilingual, and captions
 - More than just access, XR technology provides a personalized, inclusive experience that adapts to diverse learning styles, languages, and sensory needs.





PHASED DEVELOPMENT PLAN

Phase 1: One pilot exhibit

- **Pick one exhibit** to create a fully immersive VR digital twin experience
- Scan and Film exhibits in immersive formats to create a twin experience

Phase 2: Staff training + feedback loop

- Choose key staff members to **train on equipment** use for both physical and digital museums
- Collect and respond to feedback to **enhance the impact** and effectiveness of the project

Phase 3: Launch event + feedback loop

- Host VIP donor event to launch the **XR GEM Experience**
- **Fundraise for Phase 4**

Phase 4: Expand successful XR elements

- Continue adding exhibits, permanent and temporary, repeating phase 1-3. Until we have reached
- **Full VR Grand Egyptian Museum platform accessible globally**



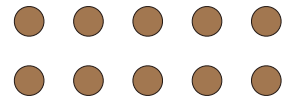
FUNDRAISING POTENTIAL

XR opens up a powerful new frontier for museum fundraising. With VR previews, donors can see and feel the vision of unbuilt exhibits, igniting excitement and deepening their connection to the mission. XR experiences can proudly carry donor recognition, turning contributions into visible, lasting legacies. By aligning with goals around education and accessibility, XR strengthens the case for grants and philanthropic support. And with a global, digital reach, these immersive projects invite a broader and more diverse donor base to participate in building the future of the museum.

MEASURABLE OUTCOMES

XR equips the GEM with powerful tools to measure impact and deepen engagement. From tracking dwell time and classroom participation to monitoring membership growth, these insights reveal how visitors connect with the content. Emotional and educational feedback helps refine the approach, ensuring each experience resonates and drives lasting, meaningful change. These insights turn engagement into action, showing donors, educators, and the public that the Museum is not only preserving history—but transforming how we learn from it.





NEXT STEPS

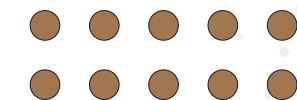
Big Rock Creative and the Grand Egyptian Museum will work together to assess the best XR technologies to utilize and the content to be created for each phase of the project.

Co-design sessions with museum exhibit teams

Define scope of initial XR pilots

Align timeline and budget expectations

Identify grant and donor outreach strategies





TOTAL SOLAR ECLIPSE LIVE STREAM

Imagine hosting a live, multi-location broadcast inside the GEM digital twin during the Total Solar Eclipse on August 2, 2027—streaming in real time from Luxor and other historic archaeological sites across Egypt. Visitors inside GEM XR could witness this rare celestial alignment from one of the most iconic landscapes on Earth, guided by scientists and physicists in VR explaining its astronomical and cultural significance. People of all ages and backgrounds, joining from around the world, would gather together in a truly unifying shared moment—experiencing wonder collectively despite geographic distance. For those unable to travel to Egypt, this immersive event offers a front-row seat to a once-in-a-generation phenomenon, transforming the museum into a global space where history, science, and humanity converge.

THANK YOU

**LET'S BUILD THE FUTURE OF
STORYTELLING—TOGETHER.**

Bring your exhibits to life. Reach beyond walls. Inspire generations.



Doug Jacobson
CTO



Athena Demos
CEO

**BIG ROCK
CREATIVE**

Athena Demos – CEO, Big Rock Creative

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