



# ontia

software for culture

#mobility



#culture

## #\_ Our Vision

There's relentless pressure in today's world of culture to collect and to curate information, to describe it as precisely as possible, and gather and disseminate it faster and more reliably than before. In this networked world, which too often is persuaded that information is equal to knowledge, **Ontia** provides dedicated tools which enable efficient translation of data into knowledge units. We set the link between the traditional world of culture and networked users by creating, developing and implementing the most advanced systems for collection cataloguing, documenting, managing and web publishing (integrating appropriate monetisation models).

Our vision goes far beyond the out-of-date perception that in the context of cultural institutions the Internet is used as an electronic library. That came to pass a long time ago! Clearly, the Internet has changed the way we view, process, collect, organise and use information. For the cultural institutions that run as businesses this poses tough challenges. We have helped some of the largest and most prestigious cultural institutions with custom solutions that take full advantage of networked knowledge.

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media

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#museums

#virtual\_museums

#internet

## #\_ Our Profile

**Ontia** intentionally centres its business on a culture and media market. We are a company focused on the specific needs of cultural institutions of all types – museums, galleries, scientific institutions, archives etc. Our products are easy to use, robust, flexible, and compliant with international standards and national laws regarding cultural institutions. But most importantly they are tailor made for the unique requirements of culture-related projects.



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#collections



## #\_ Implementation of Integra in the Videomuseum

Videomuseum is an association of over 60 different institutions managing modern and contemporary art collections in France (including Centre Pompidou, FNAC/FRAC foundations) which are gathered together to develop methods and information tools to inventory and disseminate the knowledge of their heritage. All together it represents more than 20,000 artists, over 300,000 works and hundreds of thousands of digital media items.

The challenge which we undertook was to develop a set of tools enabling members of the Videomuseum to: (1) catalogue, document and manage these collections; (2) publish information and media related to these collections on the Web or using traditional medium; (3) disseminate and access common knowledge.

The project presented an enormous technical challenge, as a new system had to provide an efficient user interface, implement sophisticated business rules and function in a heterogeneous environment.

In order to ensure flexibility in modeling of complex information structures required for precise describing objects, but at the same time empower the user with an intuitive user interface, we modelled the majority of the information in the system – including user screens – with XML.

We also devised a concept of Visualisation Units, that provide an elegant mechanism for defining how to display complex information depending on the context of a work. Combining this with an idea of showing a minimal amount of required information, we created a kind of “liquid interface” – a novel approach to control complex data in an easy and efficient way.

We based the new system on the industry standards like Enterprise Java. The new system’s advanced functionalities would normally require an installable application. Having in mind maintenance challenges, we deliver it in a self-upgradeable Java WebStart model.

The output of the project – Integra (known as GCOLL/2 at Videomuseum) – is a universal framework for cataloguing and management of cultural assets. It combines years of practical experience of French experts in museology and our deep understanding of modern computer techniques.

Integra supports for all aspects of artefact lifecycle from entering information about different actors, artefacts, processes, media, documentation to automated knowledge sharing and synchronisation with other institutions. It also invents another way of interaction with information content, providing a rich and elegant “liquid” user interface for easy navigation and context pointing, where a glance of an eye is enough to capture the information context.

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## #\_ Our Team

Ontia staff consists of highly skilled engineers and specialists in the area of information processing, data modelling, web development, mobile technologies and business processes. They are led by seasoned managers with a lot of experience in the international projects. The team cooperates closely with renowned museum experts from France and Poland, who share with us their domain knowledge. We are well aware that the challenges posed by the cultural institutions are not easily met by just another software company and that it takes many years to gain a modest understanding of such a unique and special knowledge. So, even though we are active in the culture sector for almost two decades, we are continuously learning and discovering new ways of exploring the heritage that surrounds us.



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