



# CASE STUDY

IMAG HISTORY & SCIENCE CENTER (FT MYERS, FL) | [WWW.I-SCI.ORG](http://WWW.I-SCI.ORG)

## THE CLIENT

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IMAG engages guests in the exploration of Science, Technology, Engineering, and Math (STEM) through hands-on exhibit experiences and educational programs that further the understanding of the natural and human-made world, foster an appreciation for Southwest Florida's unique environment, and nurture intellectual curiosity, discovery, and innovation.

## THEIR CHALLENGES

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To turn IMAG into a high-end destination that will attract people from as far away as Naples, Port Charlotte and beyond. Formerly known as The Imaginarium, they recently merged with the SWFL History Museum and are now occupying one facility. A major challenge was to convey the story of Fort Myers through two different viewpoints: Science and history.

## THE BENEFITS

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By creating multiple interactive 3D experiences, IMAG can integrate The History Museum's exhibits with the Imaginarium's science exhibits for an optimized experience. With the creation of a complete virtual replica of Fort Myers circa 1850, Dino Dig Augmented Reality Experience & USS Mohawk Dive Tour Google Cardboard App, guests will have a more experiential visit, while getting people engaged in history.

## OUR SOLUTIONS

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Visitors will be able to put on virtual-reality headsets and "walk" through a digital recreation of Fort Myers in the 1850s. Augmented reality will allow people to look at the fossilized megalodon jawbone through their smartphone or iPad and see what the rest of the giant shark would have looked like millions of years ago.