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**Partners:**  
 AIT Angewandte Informationstechnik Forschungsgesellschaft mbH (A)

Österreichische Nationalbibliothek (A)  
 Salzburg Research Forschungs-gesellschaft mbH (A)

- Universität Wien (A)
- IMAC Information&Management Consulting e.K (D)
- Stockholms Universitet (S)
- Länsmuseet på Gotland (S)
- Naturhistoriska Riksmuseet (S)
- Kungl. Vetenskapsakademien, Royal Academy of Science (S)
- TARX nv (B)
- Stad Mechelen - Stedelijke Musea Mechelen (B)
- Stichting Museon (Museum voor het Onderwijs) (NL)
- SPACE S.r.l. (I)
- Fratelli Alinari I.D.E.A. Spa (I)
- Consorzio Civita (I)
- Motorola S.p.A. (I)
- Ajuntament de Granollers (E)
- Instituto Andaluz de Tecnología (E)
- Zeus Consulting SA (GR)
- Systema Informatics Ltd. (GR)
- Centre for Research and Technology Hellas (GR)
- VALTECH (F)
- Terra Incognita Europa Limited (GB)
- Institute of Computer and Communication Systems (BUL)
- Southern Ural State University (RU)

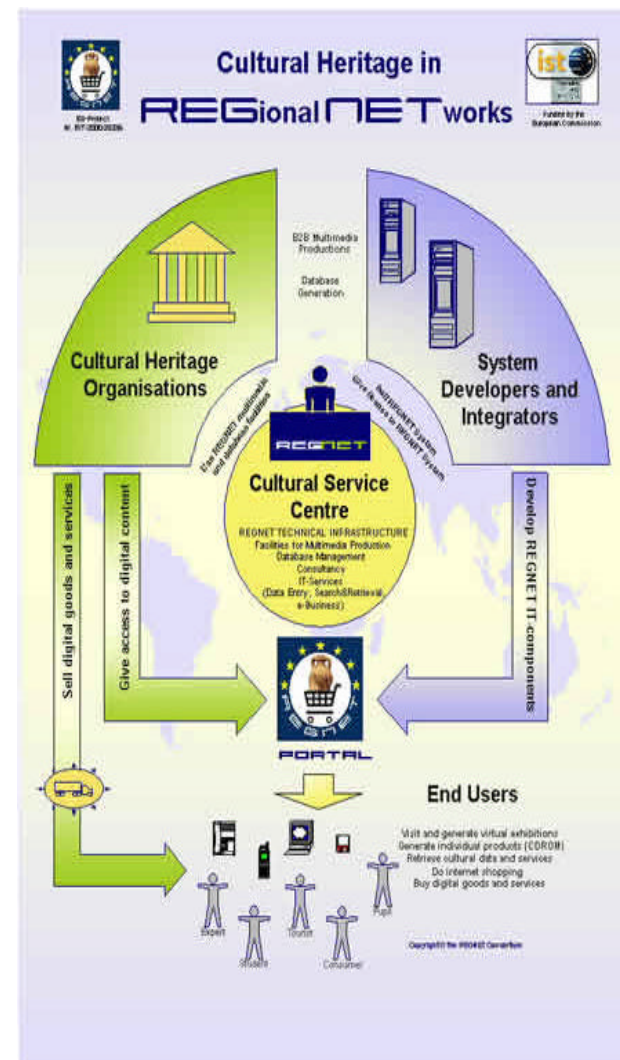


<http://www.regnet.org>

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## REGNET

### Cultural heritage in REGIONal NETWORK

The acronym "REGNET" stands for "Cultural Heritage in REGIONal NETWORKs".

REGNET will set up a functional network of cultural service centres through Europe which will provide IT-services dedicated to cultural heritage organisations. A technical and legal framework, the REGNET system, for such a service infrastructure will be developed. This will offer services like data entry, search and retrieval, and e-Business. The network will integrate multi-media industries, content providers and service centre operators.

#### THE PLAYERS WITHIN THE NETWORK

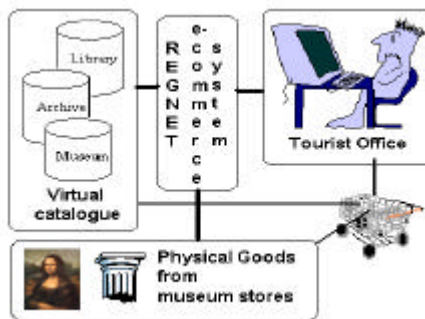
The four players within the network are the content providers, the service centre operators, the system developers and the end users. The content providers (museums, libraries, archives etc.) will provide access (via wired and wireless communication) to their digital contents, services and products and offer them to their clients (B2C). In return they can use the REGNET facilities for multimedia productions and data base management, or cooperate with other REGNET partners during the creation of data bases, generation of multimedia products or creation of a virtual exhibition (B2B). The service centre operators will generate income by providing the technical infrastructure (software/hardware) to content providers and other partners within the REGNET network. They offer additional IT-services and consultancies. And the system developers are selling the REGNET system to other cultural service centres and content providers. They implement additional components for the REGNET software system (additional 'nodes' like an 'exhibition creator', etc), and will generate income via licence fees for the REGNET system. For the end user the system will offer easy and wide access to cultural heritage data information and the purchase of CH related goods and services at one point, with stress on the production of personalized goods (e.g. CDROM) and services.

### User scenarios

#### Business to Consumer (B2C):

A tourist wants to buy articles related to the cultural heritage of a region; he/she is interested in physical goods from one or more museum shops as well as in specific surrogate (images) of cultural objects located in museums, archives, or libraries in the region.

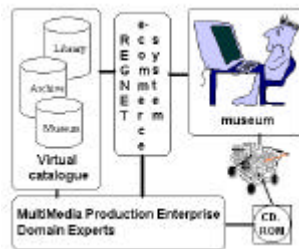
He/she can use a terminal at a tourist office where he/she searches the REGNET virtual catalogue for relevant images and information, browses for articles located in museum stores and places orders.



#### Business to Business (B2B):

A museum wants to produce a CDROM containing information about specific objects that he/she is interested in and which are related to a region.

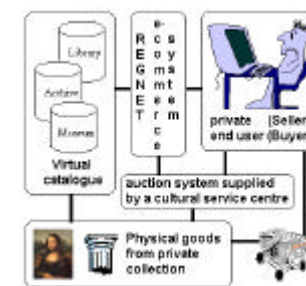
The curator at the museum's side selects relevant information (text, images, films); he/she contacts a media producer, selects the basic layout/storyboard for the



CDROM and works out together with the industrial partner - eventually with the help of other expert (s) - the final storyboard and the workflow necessary for the production process. He/she signs a con-

tract for the production process and receives the master copy of the CDROM.

#### Consumer to Consumer (C2C):



The owner of a private collection wants to sell some of his/her assets on a maximum prize. He/She thinks about putting the offers on the internet.

He/She digitises with the help of a REGNET-Partner (e.g. Cultural Service

Centre/CSC) surrogates of the goods which will be sold. Additional information and expertises are gained after consultation of the Virtual Catalogue. An dedicated Internet Auction System is set up at an Cultural Service Centres (CSC) site and offers bidding to interested user communities. The marketing of this auction is supported by the CSC. This business case can be considered as combination of B2C and B2B functions and demonstrates that a stakeholder can obtain different roles in different business-cases.

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