



The King Tutankhamun Exhibition at The O₂

NEC Technology Brings 3000 Year-Old
Pharaoh to Life at The O₂



NEC - Customer Case Study

“It’s been 35 years since the treasures of Tutankhamun have visited London. With such high expectations, it was paramount to create the best visitor experience possible.

With NEC, we have made this happen”

Mark Lach, Senior Vice President & Exhibition Director
Arts & Exhibitions International Inc.

Contact us

For more information or to
arrange a meeting please contact

ukmarketing@eu.nec.com

NEC UK

NEC House, 1 Victoria Road,
London, W3 6BL, UK

T: +44 (0)20 8993 8111

F: +44 (0)20 8992 7161

NEC Corporation

7-1 Shiba 5 Chome
Minato-ku, Tokyo 108-8001
Japan

T: +81-3-3454-1111

F: +81-3-3798-1510

www.nec.com

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The O₂ plays host to one of the UK's most eagerly anticipated Exhibitions - "Tutankhamun and The Golden Age of The Pharaohs".

Tutankhamun, who was only a boy when he became Pharaoh, reigned in ancient Egypt for just over ten years from 1333 BC – 1322 BC.

More than 3000 years later, he became a global celebrity when, in 1922, his fabulous tomb was discovered in the Valley of the Kings almost completely intact by Howard Carter. The discovery received worldwide press coverage and sparked massive public interest in ancient Egypt. Response to the Exhibition indicates that interest remains alive and well. A previous 'Treasures of Tutankhamun' exhibition in 1972 attracted 1.8 million visitors in the UK, while a 4-city tour in the US during 2007 attracted record crowds to each venue.

A secure, enjoyable environment for big crowds

The O₂ aimed to attract similar levels of attention by drawing visitors back in time with inventive design and innovative technology that would allow them to explore and experience the world of King Tutankhamun. Mark Lach said "We decided to add an audio-visual dimension that would compliment and enhance the physical exhibits and the magnificent treasures at the heart of the Exhibition. The equipment had to be robust and reliable enough to provide faultless performance, day after

day, for the huge numbers of visitors expected." The organisers also wanted to ensure that the infrastructure around the event provided a secure, enjoyable environment for up to 6,500 visitors a day.

Exploring the ancient world

NEC's digital projectors and large-scale plasma and LCD screens provide the background imagery that help to bring the Tutankhamun story to life. In the 'Introductory Theatre', a film narrated by Omar Sharif tells the story of the Boy King's brief and mysterious reign,

while in the Tomb Gallery, contemporary footage shows the breathtaking scale of the tomb itself and the fascinating progress of the excavations. As Derek Owen, General Manager & Marketing Director, NEC UK, explains, "Digital projectors, plasma and LCD screens provide the flexibility, reliability, ease of use and simple maintenance essential to hard-working environments like The O₂."

Tutankhamun moves on
'Tutankhamun and The Golden Age of the Pharaohs' has helped to reinforce the

growing reputation of The O₂ as a first-class international leisure destination," said Lesley Saville, CMO, AEG. "It shows that we are capable of handling large-scale events that attract people from all parts of the UK, as well as visiting tourists."

When the King Tutankhamun exhibition leaves The O₂ for a seven-month stay at the Dallas Museum of Art, the digital projection solution will travel with the King's entourage.

Key Benefits

- Robust, reliable and faultless performance
- Creating a real 'experience' for visitors
- Optimisation of resources
- Delivering the highest standards of customer service
- An environment that is simple to update and maintain

