# DIGITAL ME

**EDG**
EXHIBITS DEVELOPMENT GROUP

MADATECH
There's Room for Curiosity
THE ISRAEL NATIONAL MUSEUM OF
SCIENCE, TECHNOLOGY & SPACE

# MEET YOURSELF
## IN THE DIGITAL WORLD

*Digital Me* is a groundbreaking exhibition that takes visitors on a journey inside the digital world to meet their digital counterparts.
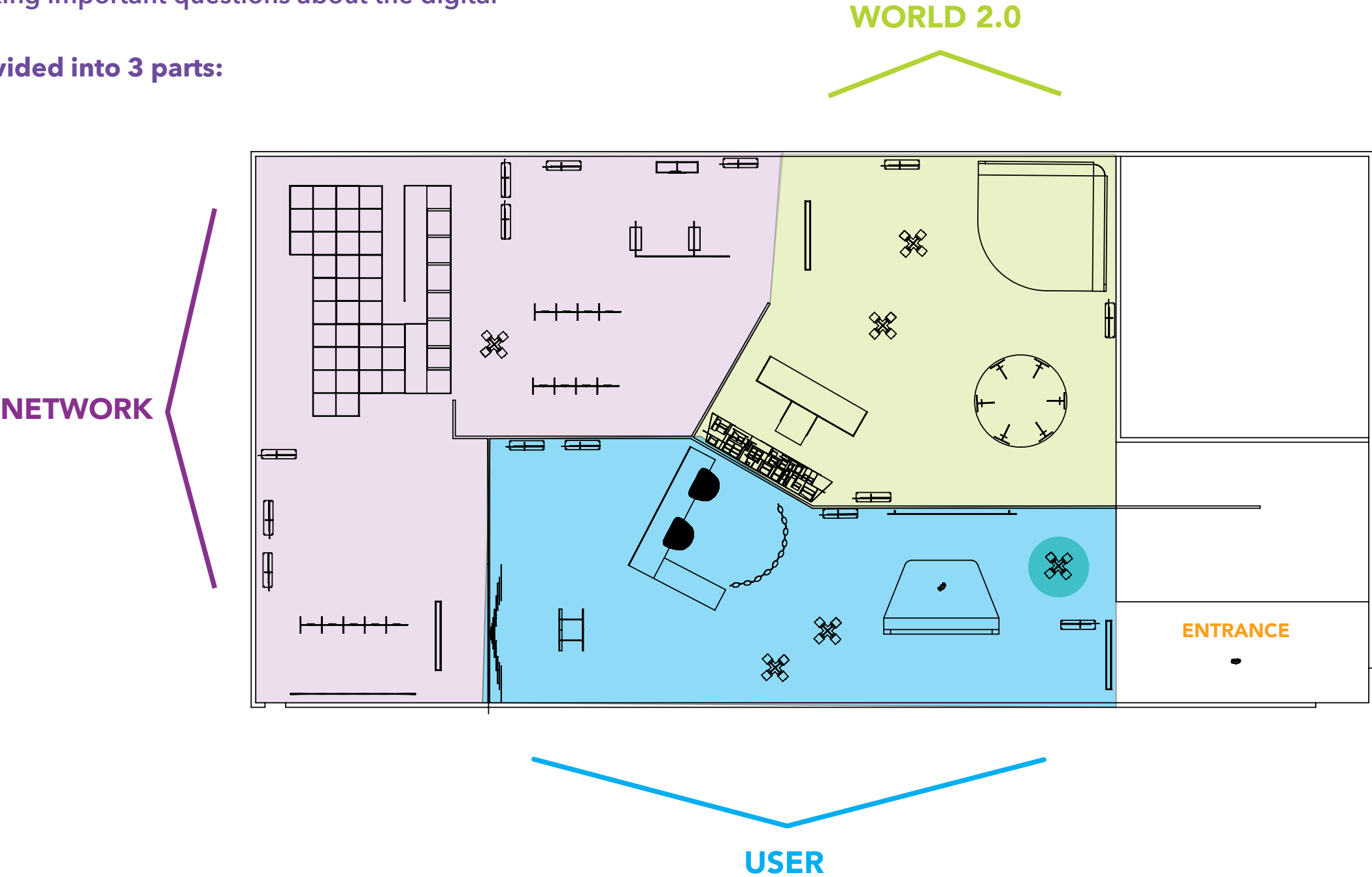
This is the first interactive exhibition to use a face recognition AI system for a visitor experience platform.

# SAMPLE FLOOR PLAN

Digital Me invites visitors to play, express themselves and explore, all while asking important questions about the digital world around us.

**The Exhibition is divided into 3 parts:**

WORLD 2.0

NETWORK

ENTRANCE

USER

## REGISTER

Ten touch screen registration stands await the visitors entering *Digital Me*. They are invited to take a picture and choose a username. The exhibition uses AI for face recognition. The idea is to show, in a fun, safe and interactive way, how these systems, applied in the real world, affect our lives.

**PART 1 - USER**

**Topics:**
Digital Footprint
Privacy Information
Popularity
Loneliness
New Media
User Agreement

DIGITAL
ME

## Follow Me deals with the endless layers that are added to your image in the virtual world.

A move of the mouse, a click on a banner, downloading an image, sharing on a social network or search – all leave tracks behind. We are scattering virtual DNA as we go. The cameras out there record our presence again and again. Every move is monitored, saved and often reported. Our digital footprints are subject to analysis and, most of the time, we can't delete them.

### The Game
Move in front of the screen. Use the colored foam, balls, drapes and your clothes to form shapes. Anything that the system sees you do will leave a trail. Everything we do in the digital world stays there forever.
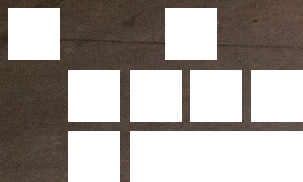
## FOLLOW ME

**Talk to Me gives fifteen seconds of fame to anyone who wants it.**

This is a private channel where you are invited to freely express your opinion on any topic. The whole world is a stage, and you are the star. Use this opportunity and tell the world what you really think. Everyone can see and hear you. If you are interesting enough, you may get likes and hearts. And what will happen if you don't get any?

**The Game:**
Two people at a time stand behind the huge projected faces and speak to the audience. The audience can choose to reward them with likes and hearts that are being counted. This game simulates the feeling we have when we post on social media, and the need for popularity.

# PIXEL ME

**Pixel Me lets you choose how other visitors see you. Here, just like on the web, you can upload the photos in which you look the most gorgeous and glamorous.**

We all do it: more than one thousand selfies are uploaded every 10 seconds, and about 93 million selfies are taken daily. We humans are very interested in ourselves, aren't we?

**The Game:**
Take a picture in one of the booths. Choose the one you like and publish it to an ever changing portrait wall. This game is about the perfect image we choose for ourselves. Life looks perfect, so why are more and more people feeling lonely and depressed?

# QUIZZES

Have you ever noticed, when completing a really amusing questionnaire on Facebook, how you were obliged to stop and approve access to all sorts of personal details? Or maybe you were asked to allow access to your contacts? There are no free lunches on the Web. These games were created to collect information about you and your friends.

**The Game:**
Just like those Buzzfeed quizzes, all sorts of quizzes "reveal" personality traits while gathering information about the user. It is fun for all and we learn a lot about the motives behind digital web content.

# DIGITAL ME

**PART 2 - Network**

**Topics:**
Communities
Working Together
Sharing
Profiling
Personalization
Big Data

**TEAM ME**

**Team Me invites you to take part in a never-ending group video collage with strangers and acquaintances alike**

In the digital world, we create communities among people who are actually strangers. Projects that were once unimaginable or needed government intervention can now easily exist simply because people initiate and sign up for them, for better or for worse.

**The Game:**
Place your head in front one of the stands and record a funny video. Make faces. It is a three second loop you are recording. See how this video loops with others while everyone's features get all mixed up. It is an endless work of community art.

# A MAZE ME

**You're about to enter a maze. Before you enter, look at the screen in front of you**

In the digital world, we create communities among people who are actually strangers. Projects that were once unimaginable or needed government intervention, can now easily exist simply because people initiate and sign up for them, for better or for worse.

Do you see the routes taken by visitors who were here before you? Will you follow their path, or will you choose a new one?

Many apps rely on the wisdom of the crowd. As the number of their users grow, they will become better and more reliable. For example, the more drivers use Waze, the more accurate and effective the software becomes. Each time you use apps or play games on the web, you are transferring personal and communal information to general data systems, even if you haven't agreed to do so. Smart computer systems learn to analyze the data. They are trained to learn and get better all the time through user assistance.

**The Game:**
Try to find your way out of this magical maze. You're being followed at all times and your data is added to the live board at the entrance and exit. Together we are producing big data. Others can learn from us and find the shortest way out.
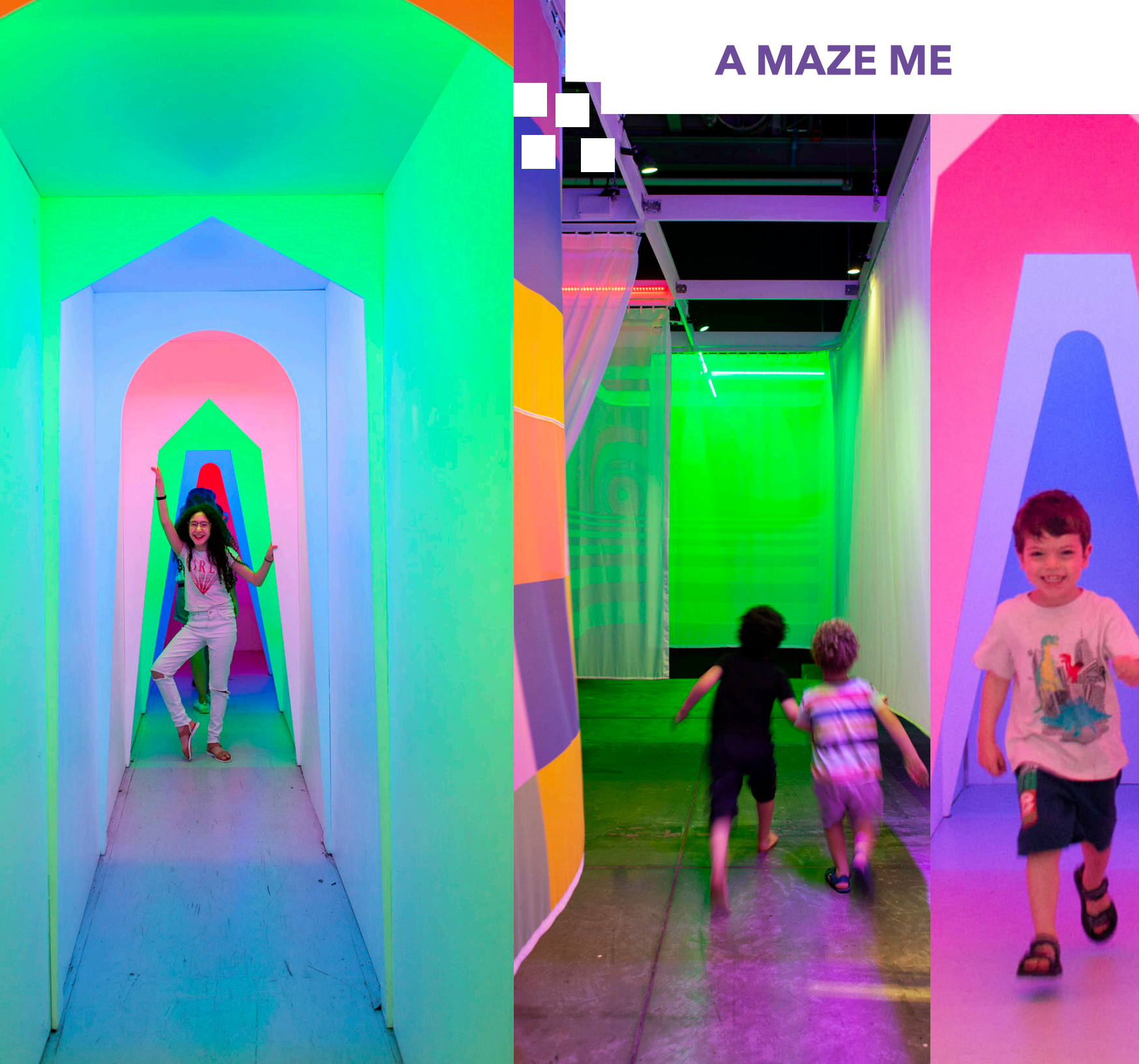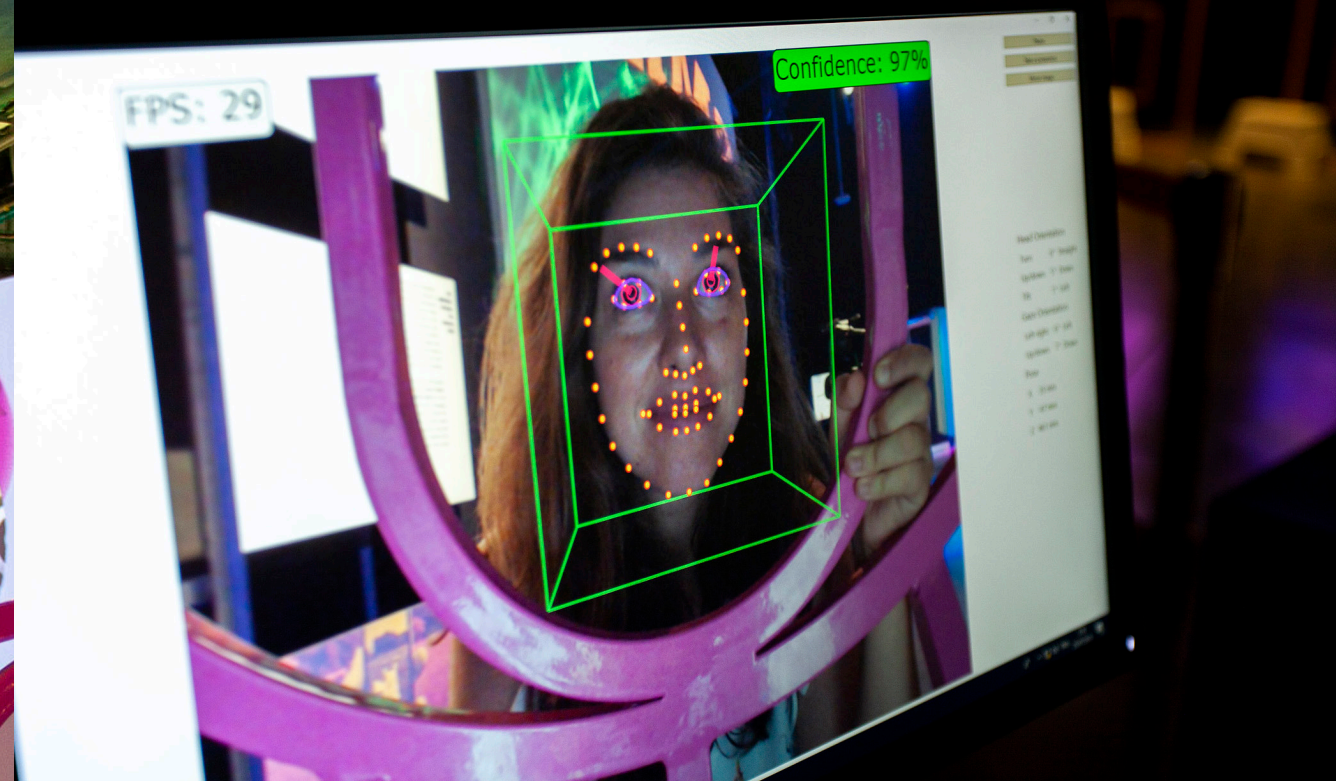
**DIGITAL ME**

**PART 3 - WORLD 2.0**

**Topics:**
Deep Fake
Alternative Reality
Personalized World
Humans Vs. Code

# THE REALITY ME MIRROR

**Reality ME Mirror simulates a world where everyone sees a different reality and receives different messages.**

A world where advertising, news and reports are personally tailored. Step onto the installation. Watch the screen. You'll soon notice that what you are seeing is different from what the person next to you is seeing, even if both of you are looking at the same sign.

**The Game:**
Sit in front of one of the "eyes" and look at the projected urban scene. As you move your head, a circle of colored content will move with you. It is as if your stare is moving a spotlight over the "city". It is not just colors you are seeing, but personalized content and even your own face is being projected. A second user reveals totally different content on the same billboard. This cutting edge technology of tracking and matching content shows us how, in the near future, we might reach a point in which we will not even share the same reality while walking the street. Find the shortest way out.

# GUESS ME

**Guess Me is a safe game between strangers in the protected environment of our exhibition.**

Try to communicate with someone who is somewhere else in the exhibition space and make them believe that you are a completely different person. The person at the other side won't see you or hear your real voice. Will you succeed in inventing a fake identity for yourself? Will you identify the person on the other end? Anyone can reinvent themselves on the Web. Behind the screen we can be anyone we choose. That's fine, but at times someone with bad intentions can try to fool us into thinking that they're somebody else.

**The Game:**
Press start and wait for the system to connect you with someone. You have 50 seconds once you hear the other person. Their voice will have an effect on how their face will be animated. You will have 10 seconds before the great identity reveal. This simple game is one of the most popular in the exhibition. It connects strangers randomly and it's so much fun. It also explores the good and bad of anonymity.

**All About Me adjusts an entire space to your mood.**

If you smile, the room will smile back at you. Technology responds to us all the time. Despite the unimaginable size of the digital world and the threats and challenges it poses, it also offers wonderful opportunities. The virtual world allows us to create change in the real world. The power to turn this digital world into a positive one is in our hands. Attempts to influence people in a personal way are already being carried out today by faking news reports and analyzing the profiles of the people who are likely to believe them.

**The Game:**
Stand in front of the screens; the system detects your mood. The circle around your face changes color according to your mood. The background color changes according to the average happiness of all participants.
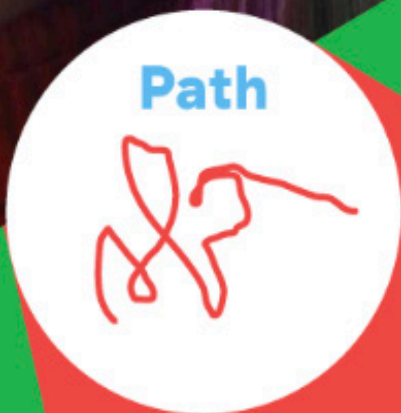
**ALL ABOUT ME**

**Jessie**

You like the Beach

And Pizza

33% **Happier**
Than other visitors

**Path**

17.11.18
you spent **41** Min
Most people spend **52** Min

# DIGITAL ME PERSONAL SUMMARY

**At the end of the exhibition the visitor is invited to see a short video compiling videos, photos and data gathered about them throughout the exhibition.**

**The visitors leave the exhibition with these question in mind:**
  • Does my digital image represent me?
  • Can I control it?
  • What are the advantages and disadvantages of a world where algorithms and AI process our personal data?
  • And many more...

**DIGITAL ME**

**AVERAGE VISIT**
1 hour

**THROUGHPUT**
Exhibition is built for 360 visitors per hour.
6 visitors can enter every minute.

**VENUE BOOKING LENGTH**
12-24 weeks

**EXHIBITION SIZE**
5,500 – 7,500 square feet (500 – 700 square meters),
recommended ceiling height minimum 10 feet (3 meters);
optimal for 13 feet (4 meters)

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