

Aquaquest connects digitally

The environmental newsroom in Aquaquest – Marilyn Blusson Learning Centre uses state-of-the-art technology and digital media to connect people, animals and ideas, encouraging discussion on important issues in the natural world.

This unique environmental newsroom is a communication tool that broadcasts the latest conservation news and scientific discoveries via four large screens in Aquaquest's Canaccord Capital Exploration Gallery. Including the latest news and information about the Aquarium's own research and conservation work, these news stories are delivered in entertaining bite-sized pieces of two minutes or less.

"It provides powerful new ways to connect people – from the visiting public to school children and citizens around the world – with our oceans, rivers and lakes in ways not previously possible," says Eric Solomon, the Aquarium's VP of Conservation, Research and Education.

Aquaquest's new facilities behind the scenes, include an in-house production studio, where the Aquarium's digital content team produces stories on current events as they happen in the RIX Digital Studio.

"It's a way for us to tell stories in a captivating and interesting way, as well as communicate current issues and ideas," Solomon says.

The newsroom has a wide variety of dynamic media capabilities. Not only will it showcase breaking video news stories, but it will also be a place for large interactive presentations. It can be used for lectures, or even one-on-one live communication with scientists doing research in the middle of the ocean.

One of the best features of this environmental newsroom is that it will be updated and changed daily so you will get to see new things—even if you're a regular visitor. This content will be shared with other aquariums and museums.

"It's a captivating experience because it immerses you in a lot of ways," says Solomon. "On any given day, a visitor can see something they haven't seen before, and if they come back the next day they'll see something else."

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