



**design.**  
**create.**  
**interact.**

## **Concept Development**

Game Concepts | Interactive Concepts | On-site Analysis & Reporting

## **Custom Software Development**

Game Development | Interactive Installations | Web Apps

## **Visualization and Illustrations**

House Style and Branding | Graphic Design & Illustrations | Wayfinding

## **Exhibit Modernisation**

QR Codes | Extended Reality (AR/VR) | Interactive Exhibit





**together we create  
enjoyable and  
engaging moments  
to immerse and  
move people**





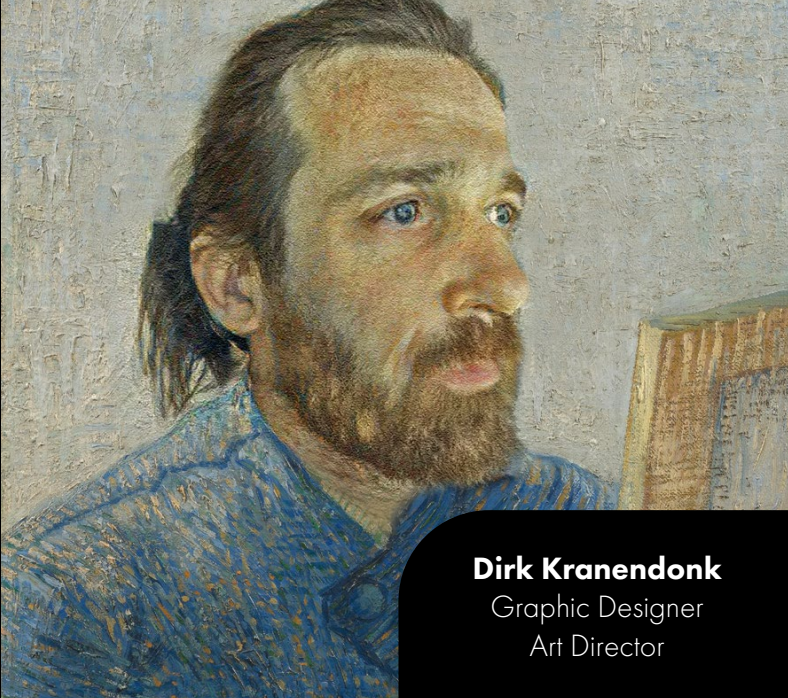


# Studio.

**MoMoLab is a creative studio that creates moving moments in digital and physical spaces.**

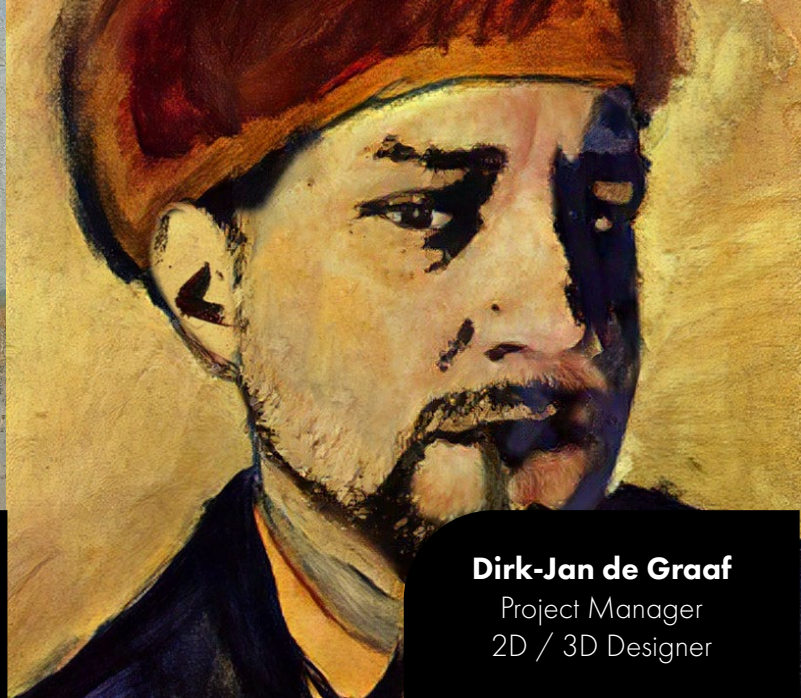
The studio is composed of a team of five members, each playing their own important role. We have expertise in every step of the process, from concept, to content creation, and finally, to realization. We design immersive experiences accessible to all ages and abilities. MoMoLab aspires to make virtual experience for both public and private initiatives, including both visitors of information centres and museums, and also, for users of services in the medical and mental health care industry. We want to bring these moments to life.





**Dirk Kranendonk**

Graphic Designer  
Art Director



**Dirk-Jan de Graaf**

Project Manager  
2D / 3D Designer



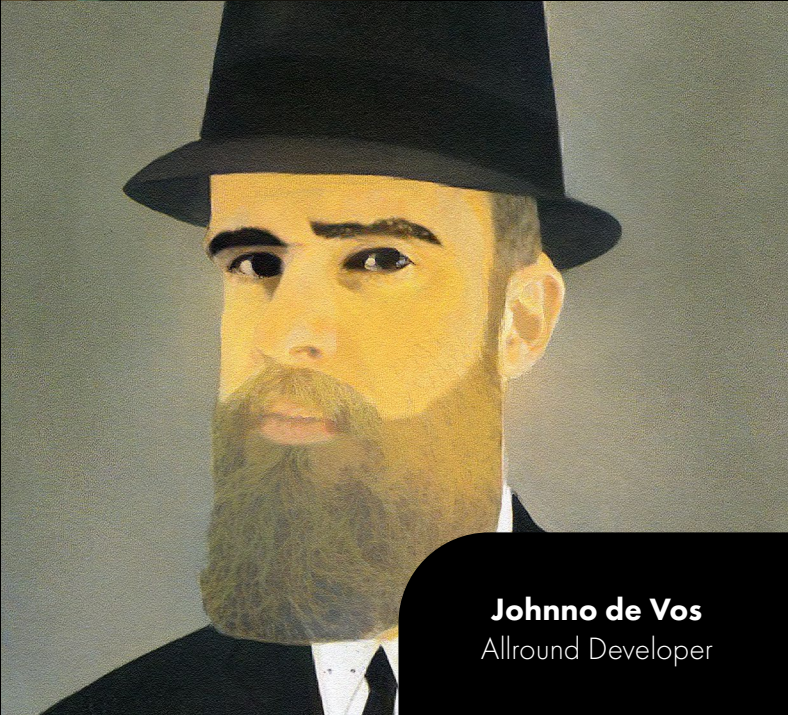
**Lucas Brailsford**

Motion Graphic Designer  
Concept Developer



**Max Eerdhuijzen**

Lead Developer  
Game Artist



**Johnno de Vos**

Allround Developer

**let's work  
together**





# Services.

MoMoLab offers a complete spectrum of services, ranging from conceptual design and artwork creation to the development of fully interactive exhibits.

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# Concept Development

At MoMoLab, we are not just in the business of concept development; we are in the business of transforming ideas into unforgettable experiences. Our approach is simple yet powerful: we listen to our clients, understand their unique situations and settings, and craft innovative solutions that captivate, educate, and entertain.

## Our Services

As pioneers in concept development, we offer a wide array of services designed to breathe life into your vision:

### Game Concepts

Our team excels at creating game concepts that enhance the content displayed at museums and visitor centres. We believe that learning can be fun, and our game concepts are a testament to that belief. By merging education with entertainment, we develop playable experiences that convey information in an engaging and interactive manner. Whether you are looking to educate or entertain, our game concepts have got you covered.

### Interactive Concepts

Engagement is at the heart of what we do. Our interactive concepts are designed to encourage user participation and captivate audiences of all ages. We leverage physical buttons, dials, moving objects, and intuitive interfaces to create exhibits that leave a lasting impression. With our interactive concepts, visitors do not just observe; they actively participate, making the learning process more memorable and enjoyable.

### On-site Analysis & Reporting

We understand that each museum or visitor centre is unique, and that is why we offer on-site analysis and reporting. Our experts conduct comprehensive visits to assess your exhibits, programs, and content. We diagnose areas for improvement and provide you with a detailed report. This report not only highlights areas that can be enhanced with simple and cost-effective solutions but also identifies opportunities for larger investments. We will present a recommended plan of action and a series of innovative concepts tailored to your museum or visitor centre's context.

## The impact of concept development

The power of concept development is the enriching, educational, and entertaining experiences it facilitates. We turn your ideas into reality and enhancing your visitors' journey through innovative concepts. Discover the potential of concept development with MoMoLab, where every idea has the potential to become an unforgettable experience.



# Custom Software Development

We strive to push boundaries and unlocking the potential of your designs through our custom software development. Our mission is simple yet impactful: we create software that precisely meets the unique needs of our clients. Whether it is managing content, controlling interactive exhibits, or fostering user participation, our software breathes new life into museums and visitor centres.

## Our Services

Our software development sets us apart because we offer a diverse range of services to engage your audiences, including:

### Game Development

Games have the power to educate, entertain, and captivate. Our team collaborates closely with clients to craft interactive quizzes, serious games, and entertaining educational exhibits. These experiences not only engage visitors but also impart specific subject matter knowledge.

### Interactive Installations

Interaction lies at the core of memorable experiences. We specialize in creating custom software that invites visitors to engage with content in innovative ways. Our expertise spans RFID solutions, real-time tracking, pattern recognition, and various sensors. Through these technologies, we transform passive observation into active participation, ensuring every visit is an immersive journey.

### Web Apps

The digital age calls for accessible and user-friendly solutions. Our web apps empower visitors to connect with exhibition content through their personal devices. These web apps are designed to be engaging and easy to use, offering a seamless and maintainable experience. With our solutions, you can bridge the gap between the physical and digital worlds, enhancing accessibility and engagement.

## Why develop custom software for your project?

Software is the key to unlocking endless possibilities in museum and visitor centre experiences. Our commitment to excellence means we tailor each solution to your unique requirements, ensuring your content comes to life like never before.





# Visualization & Illustrations

We understand the profound impact that visual elements have on the overall museum and visitor centre experience. Our mission is to elevate your displays, improve visitor engagement, and amplify your message through stunning our visualization and illustration services.

## Our Services

MoMoLab is your creative partner in making your vision a vivid reality. We offer a spectrum of services tailored to elevate your museum or visitor centre:

### Visual Identity & Branding

Unify your organization's identity with a compelling brand that resonates with your audience. Our team specializes in creating comprehensive branding packages suitable for both print and online applications. From logos to colour palettes, we craft a visual identity that leaves a lasting impression.

### Graphic Design & Illustrations

We turn ideas into impactful visuals. Our graphic design expertise extends to online and print materials designed for marketing, publications, and informative boards. Whether you need eye-catching promotional materials or informative signage, we will communicate your message effectively.

### Wayfinding

Navigation should be effortless and intuitive. Our wayfinding strategies will guide visitors through your museum or visitor centre seamlessly. We prioritize clarity and convenience, ensuring visitors can explore your space with confidence.

### Video & Animation

Visual storytelling is a powerful tool. We specialize in video editing and animation to enhance the visitor experience and showcase your organization's history and messaging. Through dynamic visuals, we breathe life into your narratives, making them unforgettable.

## The impact of Visualization and Illustration

We at MoMoLab believe that exceptional visual and illustrative creations are the key to captivating your audience and enriching their understanding. Our team will transform your ideas into captivating visuals that inspire, educate, and engage.







# Exhibit Modernisation

In a world increasingly driven by technology, museums and visitor centres face the exciting challenge of making their physical collections more interactive and accessible to a diverse and tech-savvy audience. Many exhibits boast incredible artifacts, but often, lack the interactivity that modern audiences prefer. At MoMoLab, we specialize in exhibit modernisation. We will harness the power of technology to breathe new life into historical artifacts and captivating stories. Our mission is to bridge the gap between traditional museum experiences and the digital age, providing visitors with engaging ways to connect with the past.

## Our services

Imagine museumgoers having the opportunity to engage with exhibits in ways they never thought possible. We make this vision a reality by integrating technology into the museum experience. With our expertise, the following services can greatly improve the visitor experience:

### QR Codes

Using personal smartphones or loaned tablets, visitors can scan QR codes strategically placed throughout the museum or visitor centre. Instantly, they access an online source of elevated information, stories, and multimedia content related to the objects that are on display.

### Extended Reality (AR/VR)

Step into the past with augmented reality (AR) and virtual reality (VR) experiences. Our immersive solutions transport visitors into historical contexts, allowing them to interact with artifacts, historical figures, and environments in a way that brings history to life.

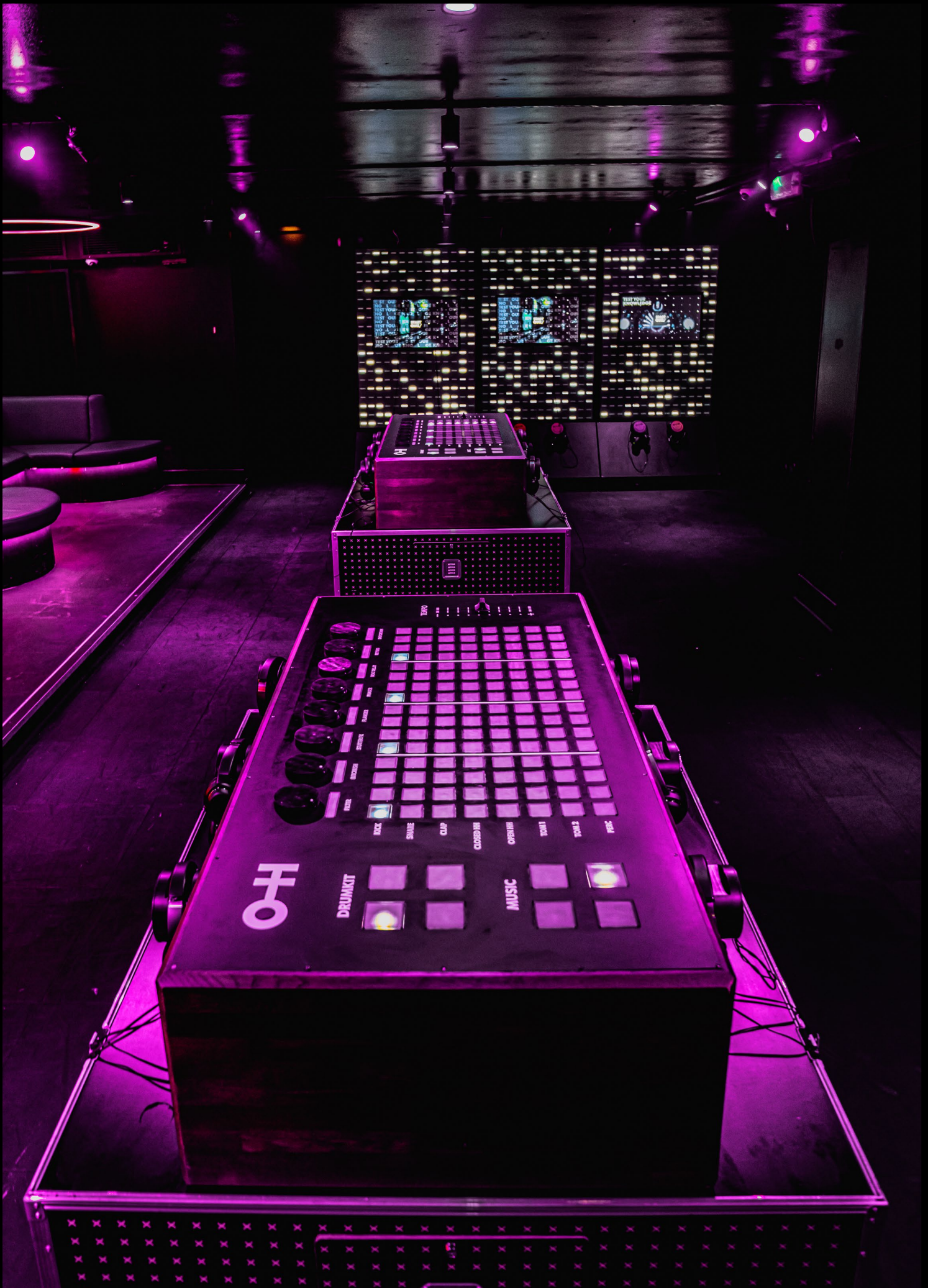
### Interactive Exhibits

Encourage active visitor participation with your exhibits. With intuitive interfaces, feedback moments and objects that people can hold and move, historical facts take on new meaning.

## Why does exhibit modernisation matter?

We understand that memorable museum experiences go beyond only text and display cases. Our approach aims to stimulate multiple senses, ensuring that the subject matter resonates deeply with visitors and leaves lasting impressions.

By digitizing your museum's content, we create an environment where history comes alive through technology-driven storytelling. We strive to make every visit an unforgettable journey, fostering a deeper appreciation for the artifacts and stories that have shaped our world.



# Concepts.

**MoMoLab offers immersive and interactive experiences that combine technology and creativity to captivate visitors of all ages. We have a wide range of innovative products that can educate, entertain, and awe your guests beyond your expectations.**

Our solutions include Colour & Scan, an application that animates visitors' artwork in real-time. If you're looking to test your visitors' knowledge, we can design, program, and build quizzes and other serious games for you. Our Synchronized Video walls are perfect for exhibits, visitor centers, and museums that want to tell stories across multiple screens in a fun and engaging way.

For visitors who want to access more dynamic information, our QR codes allow easy access to multilingual content on smartphones. We also offer products that encourage creativity and collaboration, such as the Visual Composer, a giant drum machine that creates different beats and effects. The In the Mix Speedcourse is a DJ crash course that is perfect for music festivals, youth centers, and other events.

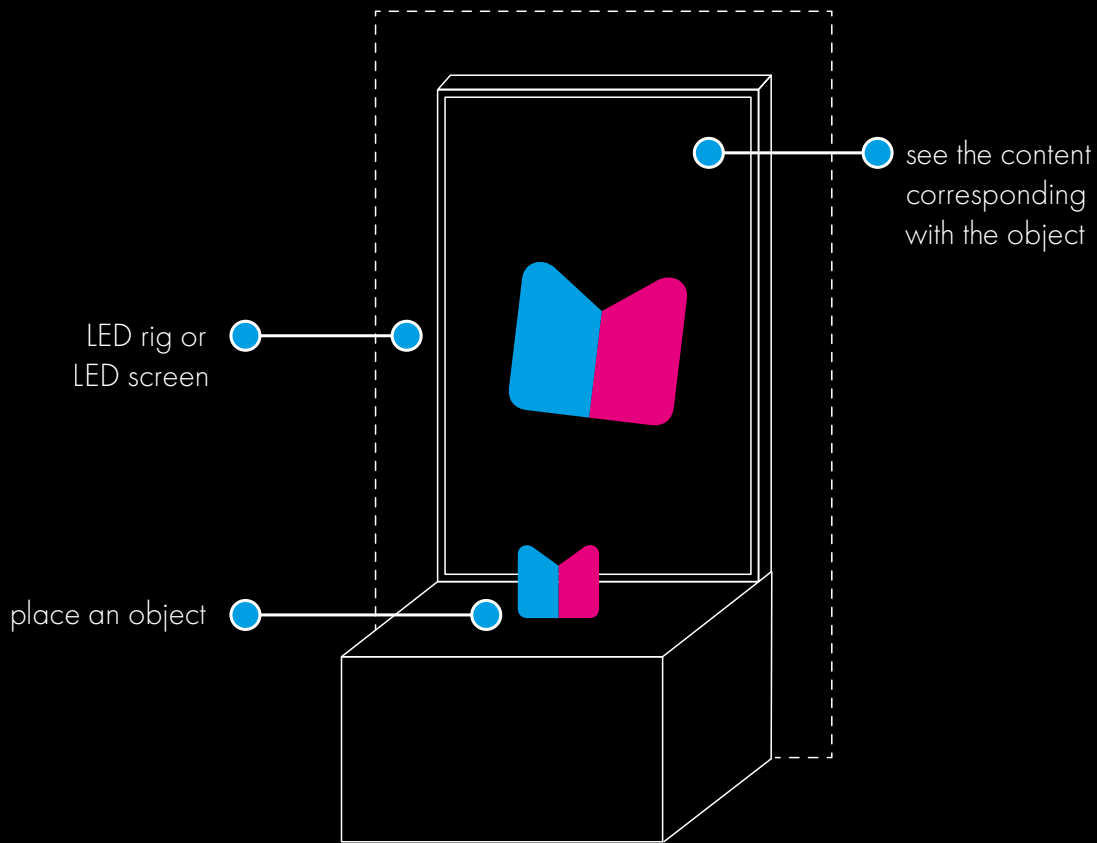


Our immersive experiences include the Immersive Projection, which drops the visitor into a visually stunning 360-degree projection show, and the Virtual Reality Experience that allows visitors to explore locations and situations that are otherwise inaccessible. Our Spotlight Showcase gives visitors the opportunity to educate themselves in a fun and interactive way, in a subject of their own choosing.

These are just a few of the innovative products that we offer at MoMoLab. Contact us now to learn more about how we can help you create unforgettable experiences for your visitors.

## **take a look to some of our products & solutions**

- spotlight showcase
- interactive colouring
- quiz exhibit
- scan for info
- virtual reality
- interactive touchtable
- synchronised videos
- immersive projection



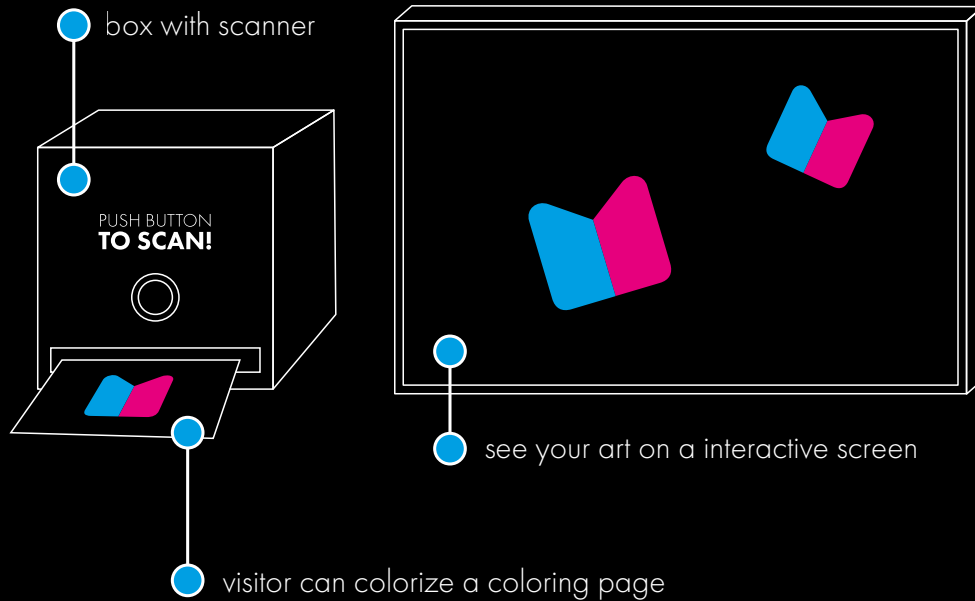
# spotlight showcase

This exhibit can be used to present a (large) amount of content in an interactive way. By utilizing RFID technology, objects can be scanned, after which the object is displayed on the screen in the form of video and audio. The exhibit can be created in various forms, but the technology remains the same. This way, the exhibit can be customized to the branding or take a shape that fits the overall environment or exhibition.







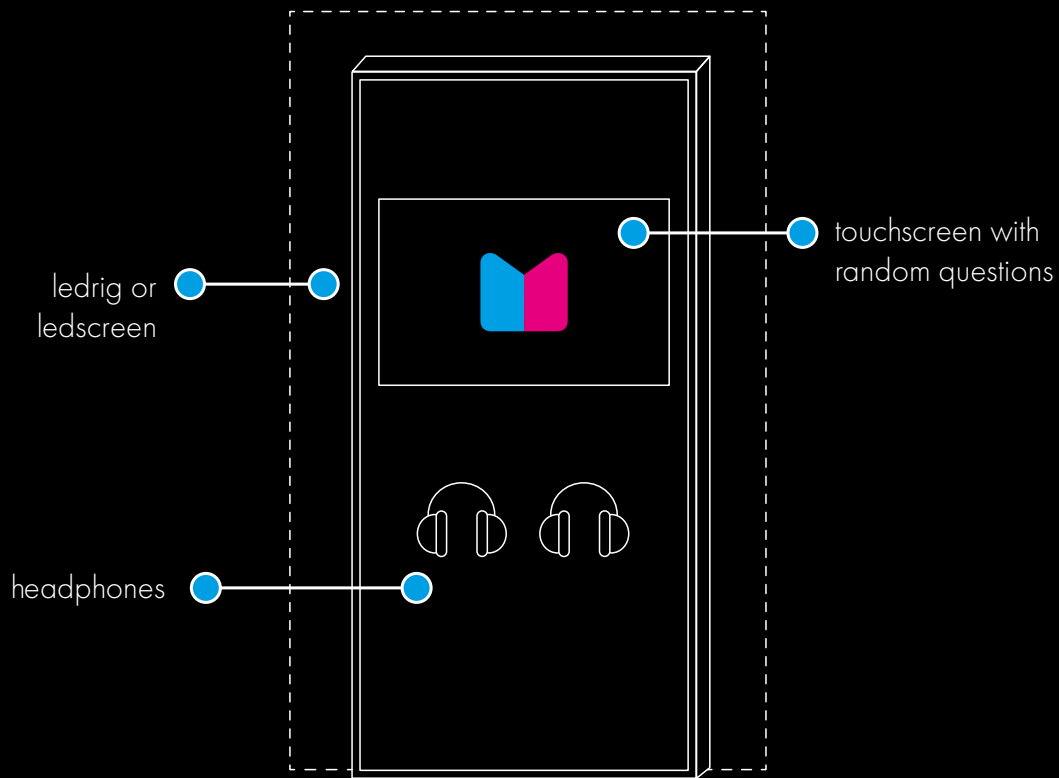


# interactive colouring

By coloring and scanning a drawing, visitors can see their creation come to life on an interactive screen. This could be, for example, an aquarium, jungle, farm, or something else that fits the location.





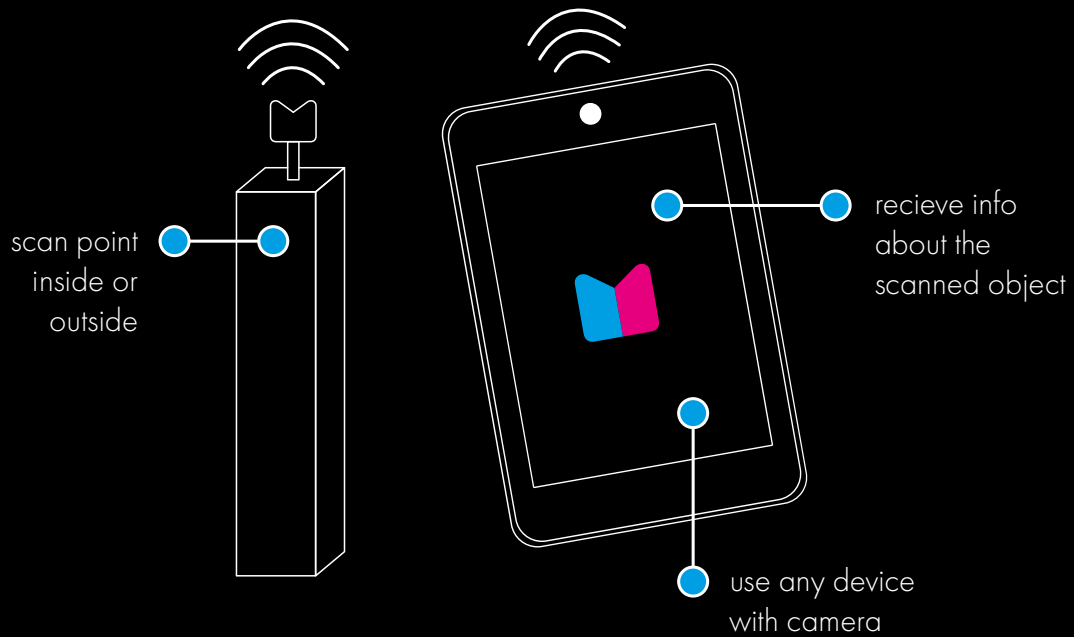


# quiz exhibit

Visitors can answer questions in a quiz. The special effects and video backgrounds make this a visually striking experience. Through LED lighting around the touchscreen, feedback is provided on whether a question is answered correctly or incorrectly.





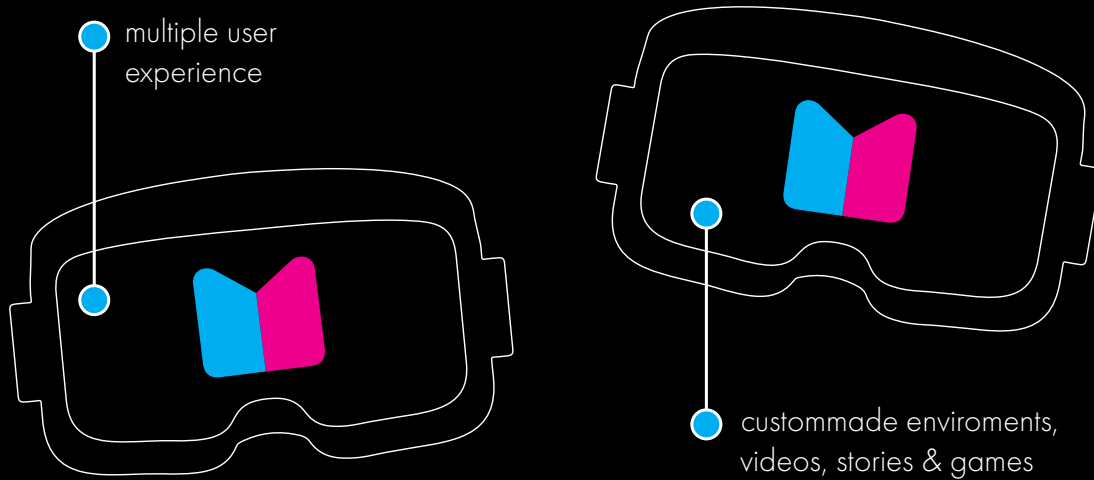


# scan for info

This application can be used to encourage visitors/customers to delve deeper into the content. The visitor scans the code, and the content appears on a loaned device or on their own device. The content can take the form of video, animation, audio, or a quiz.





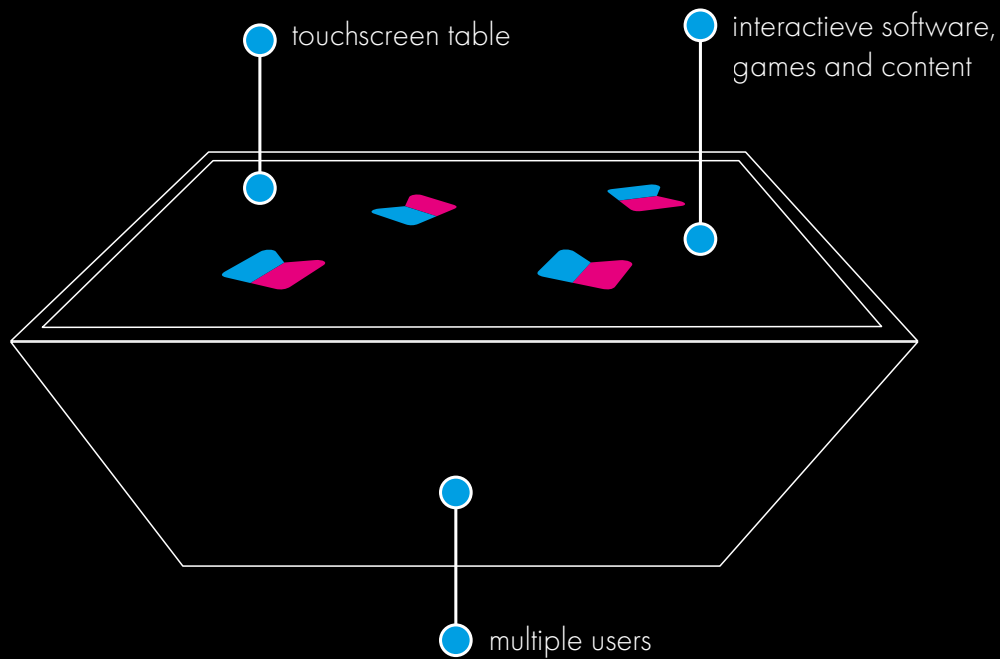


# virtual reality

Sometimes flying over and through an environment is the most ideal way to quickly showcase a location. Virtual reality can be customized based on the location. For example, fly in a hot air balloon, helicopter, or sit atop a paper airplane. The combination of 3D and 360-degree images provides a unique experience. Ideal for people with a fear of heights. Through a voice-over and added content in the video, a story can be told.





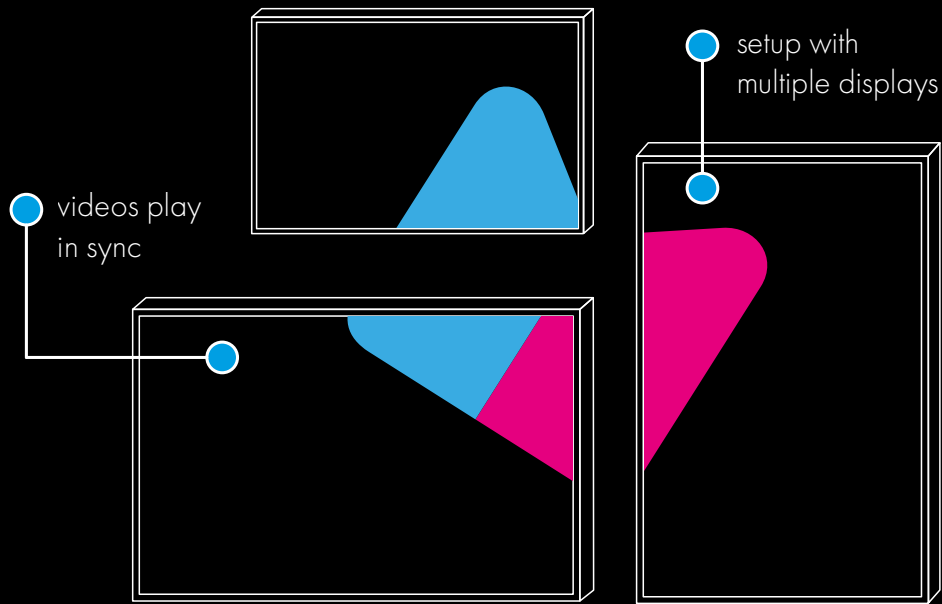


# interactive touchtable

An interactive table or wall display can be custom-made based on the subject. The content shared with the visitor and the form in which it occurs depend on the specific purpose of the interactive table or wall display.





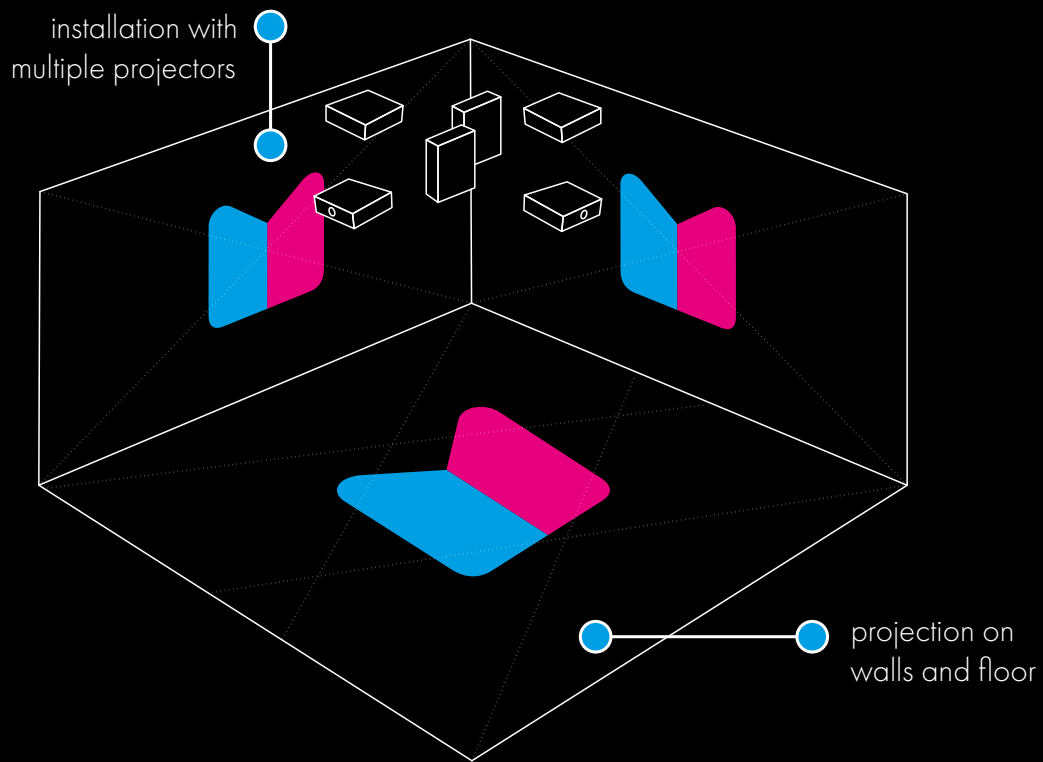


# synchronised videos

An installation of multiple screens that play perfectly in sync. The content seamlessly transitions from one screen to another, providing an engaging way to display content. By adding a control panel, the installation becomes interactive, allowing visitors to request specific content themselves.







# immersive projection

In a space, both the walls and the floor are projected upon. Through video, animations, and audio, the visitor experiences 'moving moments'. We can transport the visitor to another location by transforming the entire space. Suddenly, you find yourself in the middle of a flower field or floating through space.





# Contact.

Looking to create an unforgettable experience for your visitors? Look no further than MoMoLab.

We're here to help you design and build immersive, interactive experiences that are sure to captivate audiences of all ages—whether you have a specific project in mind or simply a concept to further develop. From initial design to final installation, we will work with you to ensure that every detail is tailored to your unique needs and vision. Contact us today to start bringing your ideas to life and take your exhibit to the next level.

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