



Case Study

San Jose Children's Museum Discovers REACT! Enterprise™ is the Key to Improved Visitor and Staff Communication

Today's families flock to children's museums, which serve as centers of community much like the town squares of old. If only public address systems — our equivalent of the old town crier — could be heard as easily through the din of our modern-day lives.



I would highly recommend working with REACT! Enterprise and the REACT Systems group.

– Cheryl Blumenthal,
Information Manager for Children's Discovery
Museum of San Jose

Imagine your museum a place where communicating with the public is virtually effortless. Imagine providing meaningful exhibit interaction through professionally delivered scripts on video screens, being welcomed by displays featuring current programming, the faces of young children at the first sight of their personalized birthday greeting beaming at them from a large screen.

Imagine being able to easily send an immediate alert (both auditory and visual) that smoothly directs the orderly exit of hundreds of people in the event of a fire or earthquake, or one that quickly reunites a missing child with his or her worried parent. Imagine the Children's Discovery Museum (CDM) of San Jose.

Thanks to the Children's Discovery Museum's recent acquisition of REACT! Enterprise, the stuff of imagination has become reality. REACT! Enterprise is a Critical Response Notification System designed to get the right information to the right people at the right time. In a short period of time, REACT! Enterprise has been seamlessly integrated into CDM's routine operations and has become indispensable to its staff.

"I would highly recommend working with REACT! Enterprise and the REACT Systems group," said Cheryl Blumenthal, Information Manager for CDM.

REACT will also be used in an early childhood education center, currently under construction, to provide video-based parenting training. "Things like REACT! Enterprise that have a direct benefit to the public are relatively easy to get funding for," added Ms. Blumenthal. The Children's Discovery Museum of San Jose is the largest children's museum in the west and rated among the top five children's museums in the United States and top 12 science museums in the world. REACT! Enterprise has brought new and unexpected efficiencies to this world-class museum, enhancing the experience of museum visitors and staff alike.

REACT! Enterprise has garnered high praise from CDM staff, who have responded to their dramatically improved ability to communicate among themselves and with the public with enthusiasm. They have rated their experience with REACT Systems a 9+ out of a possible 10. Training needs were minimal, taking but minutes a day to manage and maintain, and not a single problem has been experienced. "Well, except for when the cleaning crew unplugged the system," said Ms. Blumenthal.

Remarkably, the intuitive and easy-to-understand software requires no additional Full-time Equivalents (FTEs) for implementation or ongoing management.

It may, in fact, reduce staff costs: "I believe other children's museums could fully realize the value of REACT! Enterprise by using it to facilitate exhibit interactions," comments Ms. Blumenthal. "It could result in lowering staff costs — one of the largest expenses for all children's museums." Imagine a system that can improve efficiency and communication, provide all-important emergency alerts, and reduce staff overhead. Imagine REACT! Enterprise — providing the key to unlock your communications potential. Discover it today.



About REACT Systems, Inc.

REACT Systems, Inc.™ is the innovator and leader in Critical Response Notification Systems (CRNS) that unify critical actions in emergencies and time-sensitive situations. The company's proven, best-in-class solutions improve Critical Response Performance (CRP) by enabling public safety agencies, health care providers, educational institutions, facility operators, corporations and others to better prepare for, respond to, and manage emergencies through targeted, real-time, multi-modal notification and communication.

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