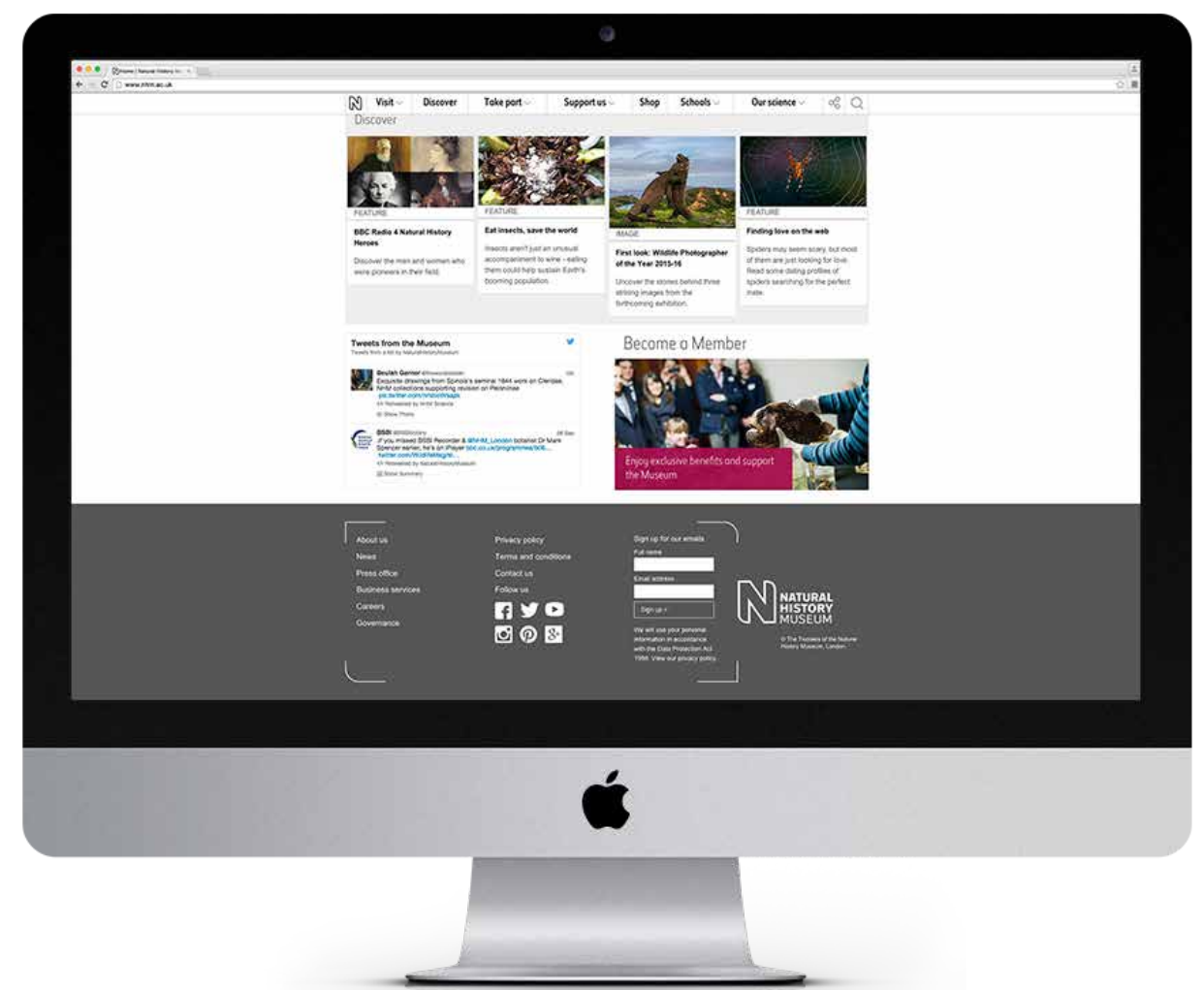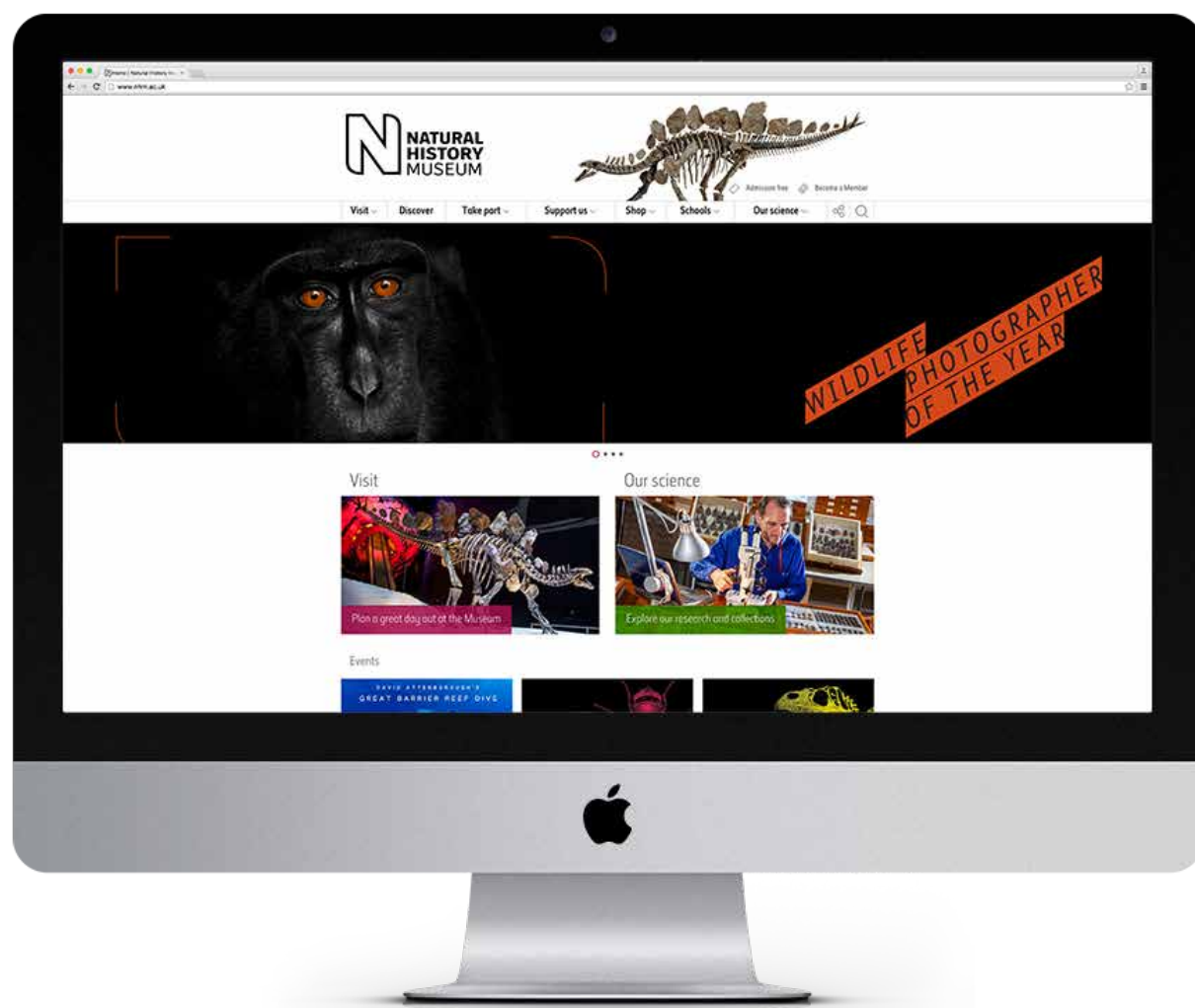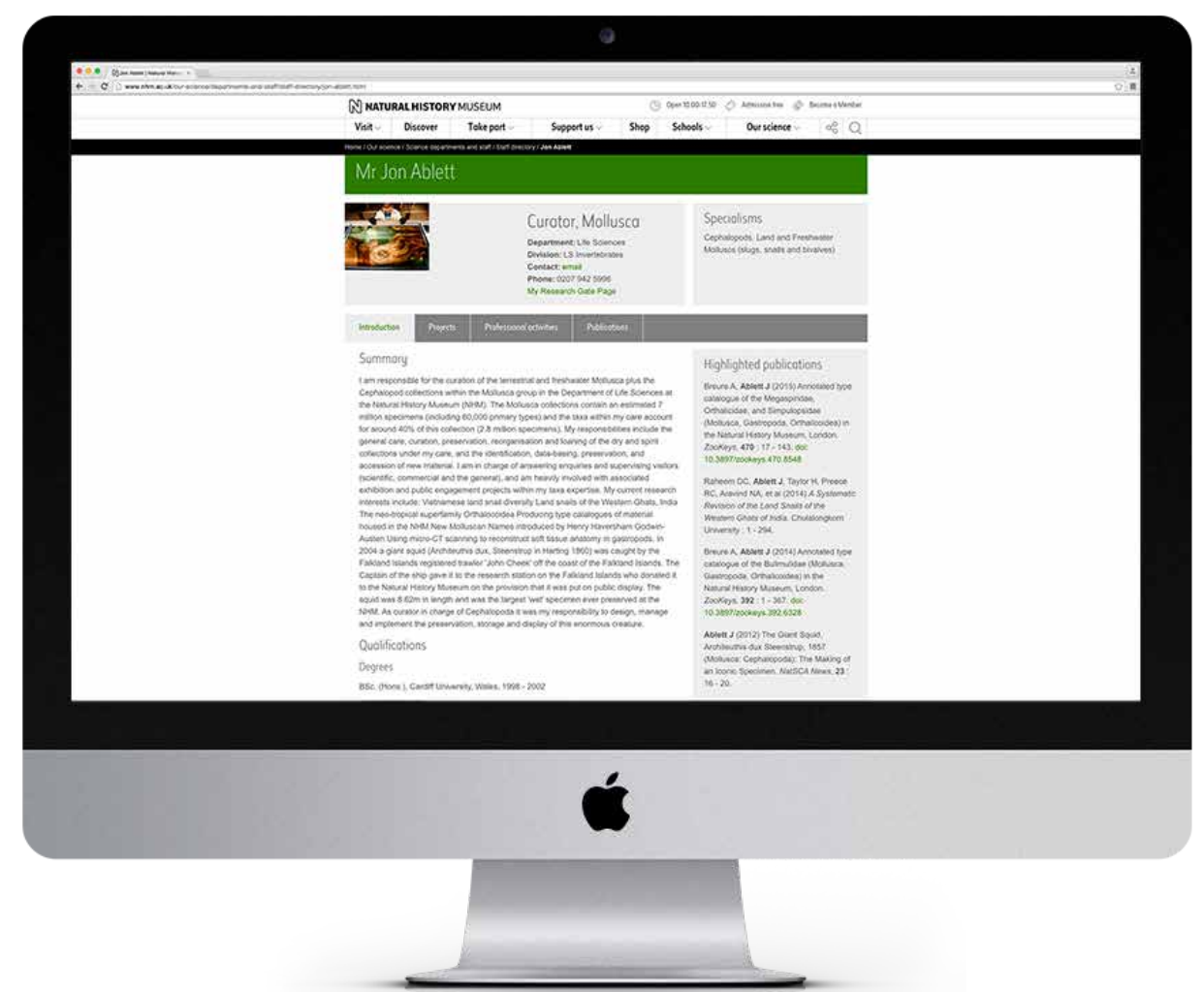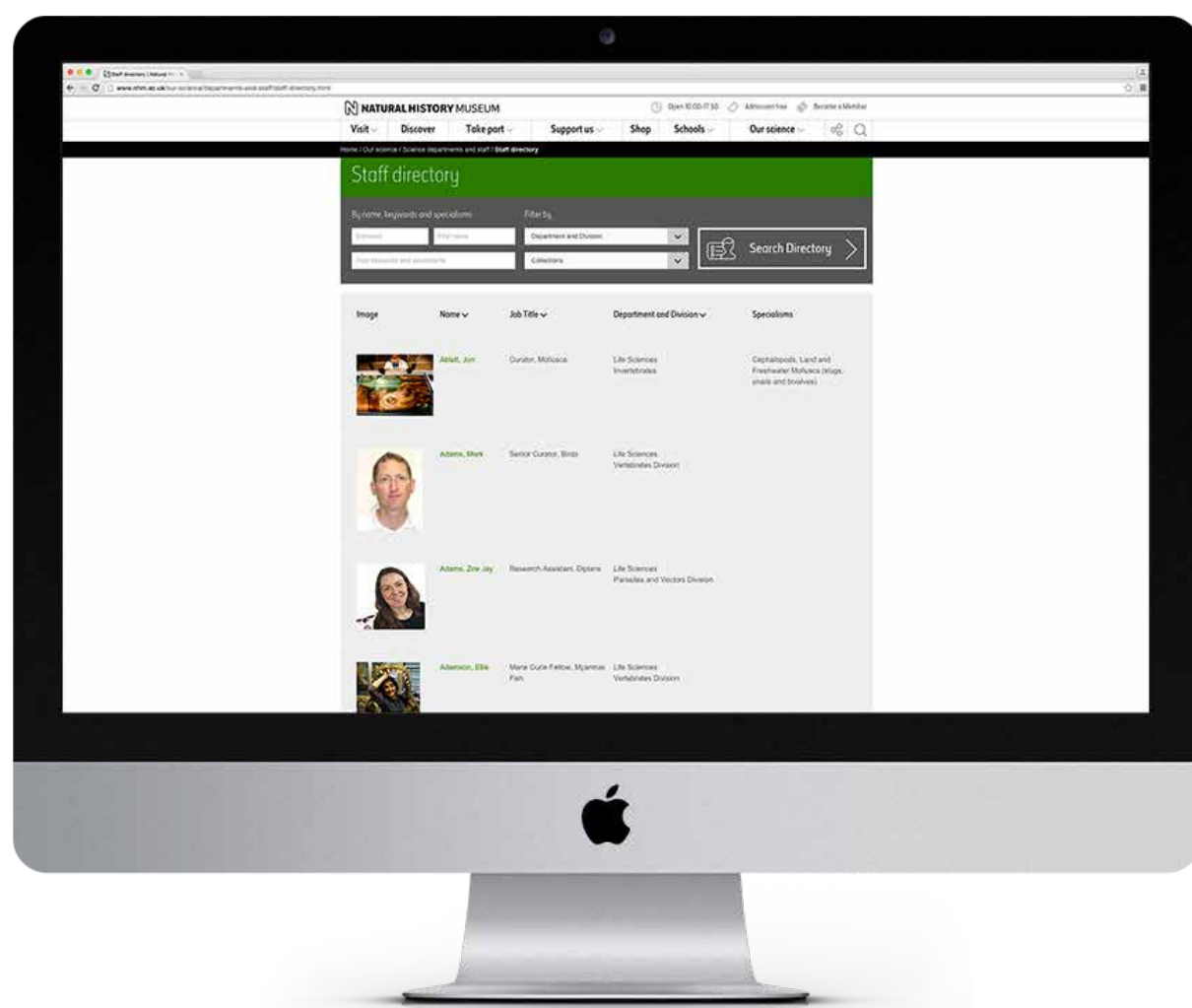# NATURAL HISTORY MUSEUM

We used Adobe Experience Manager (AEM) to revamp the Natural History Museum's website to keep visitors engaged with its history and media.

Socially Engaging

We integrated easy access to newsletter sign up, discovery sections, and their YouTube channel link, creating a socially engaging website that encourages museum content subscriptions.

New Platform. New Possibilities.

By leveraging AEM's repository and page components with the Natural History Museum site, XML data (such as scientist profiles) can be seamlessly integrated into workflows and respective pages.