



## Summary

**Company:**

The Israel Museum

**Industry:**

Media and Entertainment

**Business Challenges:**

Deploy public Wi-Fi across the museum to digitally engage visitors with interactive experiences.

**Technology Solution:**

- AP43 High Performance Access Point
- Mist User Engagement

**Business Results:**

- Deployed fast, reliable Wi-Fi to support 800,000 visitors each year
- Built the foundation for digital engagement with visitors, including a mobile app for self-guided tours
- Reduced the IT support workload with AI-driven network operations

# THE ISRAEL MUSEUM CURATES VISITOR EXPERIENCES WITH JUNIPER MIST WI-FI

The Israel Museum, the largest cultural institution in the State of Israel, is among the world's leading art and archeology museums. The facility spans prehistory to the present day and features the most extensive holdings of biblical and Holy Land archeology in the world. Its collections include nearly 500,000 objects, including the Dead Sea Scrolls. The Israel Museum deployed a Juniper wireless network, driven by Mist AI, to power visitors' digital experiences.

People are increasingly seeking personalized, immersive, and sharable experiences, and these desires are leading many museums to apply the latest technologies to engage with visitors. The Wi-Fi network is the foundation of any interactive user experience in any museum.

## Creating Engaging Visitor Experiences

When Ohad Greiner joined as the CIO of The Israel Museum in 2020, the visitors' Wi-Fi experience was not meeting customer needs. To resolve this problem, updating coverage and increasing speed became Greiner's immediate focus. One of his top priorities was to explore the latest wireless LAN solutions and build the business case for modernizing the Wi-Fi network. At the top of the list of network requirements was a Wi-Fi system that integrates with location services.

The museum hosts up to 800,000 visitors during a normal non COVID-19 year, and many of them expect Wi-Fi connectivity from their mobile devices.

"I reviewed all the major wireless vendors, and I heard about Mist from our integrator, Malam," Greiner says. Juniper® Wireless Services and Juniper Location Services driven by Mist AI™ had just become available in Israel, and they offered location tracking. "When we plan ahead, we expect Juniper Access Points will give us a one-meter accuracy through the use of virtual Bluetooth beacons," Greiner says. "Having the Bluetooth function inside Juniper Access Points was the main advantage."

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- Ohad Greiner, CIO, The Israel Museum

The Israel Museum deployed 60 Juniper Access Points, which work in conjunction with the Juniper Mist cloud architecture and Mist AI, to collect and analyze metadata in near-real time from all wireless clients. AI-driven insights and customizable service-

level expectations enable the museum to deliver exceptional network experiences to both visitors and staff.

Juniper Mist User Engagement cloud service will play a foundational role as the museum advances its digital experience strategy. The museum uses the Juniper AP43 Access Point, which converges Wi-Fi 6, virtual Bluetooth® LE, and IoT integration, to simplify personalizing experiences based on user location in the museum. Juniper Mist User Engagement cloud service uses virtual BLE and cloud-based machine learning to make indoor location services more accurate and easier to deploy and scale.

## Wi-Fi That Fits a Museum Aesthetic

The Israel Museum is located on a 20-acre campus in Jerusalem, with impeccably designed galleries. Its outdoor sculpture garden is magnificent, with works by Henry Moore, Pablo Picasso, and August Rodin. The museum presents arts education programming to some 100,000 school children each year. It is a stunning setting for special events and conferences.

Designing Wi-Fi for the museum posed unique wireless engineering challenges. The museum's two-story building spans 25,000 square meters and is designed like puzzle pieces. Interior walls are made of fiber cement panels that are rearranged as galleries are reconfigured.

Hanging the access points was done with great care, with installation by the museum's engineering staff. "We must install the access points very high, and we have walls that break apart for every exhibition," Greiner says. "Even drilling is an issue because we don't want dust on any exhibits."

Mist AI simplifies network operations, enabling the museum to embrace digital engagement strategies without adding to the IT support workload. Instead, the support experience is automated using an integrated AI engine that enables rapid

problem detection and root cause identification with predictive recommendations and proactive correction.

## Engaging Visitors Digitally

Greiner is looking ahead to creating a mobile app based on Wi-Fi location services instead of standard beacons. The app he envisions will deepen visitor interaction with self-guided tours and exhibition guides. Having a mobile app that can tap into location services and deliver proximity notifications is even more important as visitors enjoy art and culture while maintaining appropriate social distances to slow the spread of COVID-19.

## Innovative Wi-Fi, Trusted Brand

The museum was among the first in Israel to deploy Juniper Wireless Services driven by Mist AI, but Juniper's proven reputation gave Greiner confidence. "Juniper Networks is a trusted brand," he says. "I spoke with other customers in Israel who highly recommended the company. My technical team was impressed with the ease of use it has provided."

## For More Information

To find out more about Juniper Networks products and solutions, please visit [www.juniper.net](http://www.juniper.net).

## About Juniper Networks

Juniper Networks brings simplicity to networking with products, solutions and services that connect the world. Through engineering innovation, we remove the constraints and complexities of networking in the cloud era to solve the toughest challenges our customers and partners face daily. At Juniper Networks, we believe that the network is a resource for sharing knowledge and human advancement that changes the world. We are committed to imagining groundbreaking ways to deliver automated, scalable and secure networks to move at the speed of business.

### Corporate and Sales Headquarters

Juniper Networks, Inc.  
1133 Innovation Way  
Sunnyvale, CA 94089 USA  
**Phone:** 888.JUNIPER (888.586.4737)  
or +1.408.745.2000  
**Fax:** +1.408.745.2100  
[www.juniper.net](http://www.juniper.net)

### APAC and EMEA Headquarters

Juniper Networks International B.V.  
Boeing Avenue 240  
1119 PZ Schiphol-Rijk  
Amsterdam, The Netherlands  
**Phone:** +31.0.207.125.700  
**Fax:** +31.0.207.125.701



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