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***Driving America* Exhibition: 18 Brand-New Touch Screens Featured**

To further engage visitors in the *Driving America* experience, The Henry Ford turned to a whole new approach to technology use by integrating 18 touch screen kiosks into the exhibition, a first for the museum. Taking influences from computers, smartphones and tablets, an application, or app-like interface, was created. This multi-touch, app-directed interactive offers visitors the opportunity to explore the depth of the collections with photos, descriptions and games, and to connect, through video and audio, with The Henry Ford's curators as well as some of today's greatest innovators.

Never before have the collections of The Henry Ford been more accessible and available to visitors. These new touch screen kiosks, placed in various sections of the exhibition, are connected to a single source, giving visitors the ability to see thousands of collection items, both on and off the museum floor, right at their fingertips. A simple word search of a collection item will give visitors access to the artifact and related items, and will also offer high-resolution digital photos, videos and descriptions.

One of the main features of the kiosks is the ability they afford guests to create their own collections, called *My Collections*. By using a Radio Frequency Identification card, or RFID, visitors register that card with their personal email address at any kiosk. At each station, by placing the RFID card in the designated area, they are able to bookmark favorite objects, videos and photos, and then retrieve them later by using the unique link sent to their email address once their visit to the exhibition is complete. This link can be accessed from a home computer, smartphone or tablet, wherever Internet access and email are available.

Other features include:

Explore Our Collections – This app brings The Henry Ford's collections right to visitors' fingertips, allowing them to actively engage the collections of the museum, both those currently on the museum floor and those in storage.

Expert Insights – This feature connects visitors to The Henry Ford's curators, outside experts and industry professionals through a variety of videos on different topics, and helps build on the stories within the exhibition itself.

Activities and Games --

- *Getting There in 1910* – How did people get from place to place before cars were our primary means of transportation? Follow three different people as they go to work, to town and on vacation in 1910.

- *Rivers, Rails and Roads* – From early settlement to the current day, people have traveled a variety of pathways to get across the country. Use this map-based activity to discover America’s evolving transportation routes and modes.
- *Compare Power Options* – Who knew there have been so many ways to power cars? Explore the similarities and differences among cars that use gas, steam, electric, diesel and turbines as power sources.
- *Test-Drive the Model T* – Start a virtual Model T, and then complete a series of real-world driving challenges to earn a driving certificate.
- *Help Henry Innovate* – Become one of Henry Ford’s assistants. Explore and test the ideas and car innovations that eventually led to and included the Model T.
- *Plan the Car of Your Dreams: 1947* – Step into the shoes of 1947 consumers, and choose features for your new Ford car based on an actual 1947 Ford advertising mailer in The Henry Ford’s collections.
- *Explore Car Safety* – Match up car safety features with intended safety goals through an interactive game show hosted by a crash-test dummy.
- *Car Tunes* – Popular music and the automobile share a long history. Listen to songs about cars and the freedom of the road dating from 1900 to today.
- *Create a Car Commercial* – You can create a commercial using marketing graphics, jingles, video clips and voice-overs relating to four different car models.
- *From Concept to Reality* – Take on the role of a student and learn about the design process, which involves both engineering and styling, to meet a set of realistic design requirements.
- *Talk Like a Trucker* – You are a car driver who has just purchased a new CB radio. Race to Lamy’s Diner for a piece of apple pie using special CB trucker language to get there before the pie sells out.
- *What Car Are You?* – Ever wonder how your choice of car reflects your personality? Take this quiz and discover what that car is.

Vehicle Viewer – Visitors can discover and explore many of the cars from The Henry Ford’s collection. High-resolution photos allow for zooming in for a closer look and some 360-degree exterior and interior views of vehicles.

Glossary – Accessed from any station in the exhibition, this car-themed guide makes it easy to find the meaning of words and concepts relating to *Driving America*.

About The Henry Ford:

The Henry Ford, in Dearborn, Michigan, is the world’s premier history destination and a National Historic Landmark that celebrates American history and innovation. Its mission is to provide unique educational experiences based on authentic objects, stories and lives from America’s traditions of ingenuity, resourcefulness and innovation. Its purpose is to inspire people to learn from these traditions to help shape a better future. Five distinct attractions at The Henry Ford captivate more than 1.5 million visitors annually: Henry Ford Museum, Greenfield Village, the Ford Rouge Factory Tour, the Benson Ford Research Center and The Henry Ford IMAX Theatre. The Henry Ford is also home to Henry Ford Academy, a public charter high school that educates 485 students a year on the institution’s campus and was founded in partnership with The Henry Ford, Ford Motor Company and Wayne County public schools. For more information please visit our website thehenryford.org.