

## **For Immediate Release**

### **Human Circuit Chosen as Media Integrator for Newseum's New HP Media Gallery**

**GAITHERSBURG, MD., February 22, 2012** -- **Human Circuit** announced their collaboration with Hewlett Packard (HP) on the new Media Gallery at the Newseum in Washington, DC

Hewlett Packard and the Newseum announced their new partnership and their commitment to build this new gallery in early October of 2011. It will bring together the world's largest IT firm with the world's most interactive museum. The Newseum received a \$5 million gift from HP to design and build the HP New Media Gallery, exploring cutting-edge advancements in the media landscape and the evolving role of new technologies in journalism. The gallery is expected to open this spring.

Human Circuit is proud to have been chosen as the media integration firm that will participate in the effort to show the public how technology has drastically changed the collection and dissemination of news, empowering citizens while challenging traditional media business models.

Shelby Coffey III, a Newseum trustee, Gary Elliott, Vice President of Corporate Marketing at HP, and Phil McKinney, Vice President and Chief Technology Officer of the Personal Systems Group at HP, discussed some of the technology that will be featured in the gallery during a recent presentation. Included will be touch screen walls that will allow visitors to see the news in real time and to interact with newsfeeds. There will be over 140 touch screens, making this gallery the most interactive museum around. There will also be over 145 video screens and streaming video.

Bruce Kaufmann, CEO of Human Circuit said; "Our sophisticated approach to system design and engineering along with our experience in working with architects and designers is what landed us this job. We're dedicated to meeting the opening deadlines and used to that kind of pressure. And, we're flexible enough to handle changes as they occur. We've had experience within this industry and know what the expectations are in advance. We also know how to work collaboratively with the many other vendors that are participating in this gallery's construction and, because of our experience in the broadcast industry and with newsrooms, this was a perfect fit".

During the announcement Phil McKinney noted that journalism is at a turning point and "change is everywhere." He also said that the gallery will "allow visitors to experience the news in new ways."

#### **About Human Circuit**

Human Circuit is a 46-year-old company of proven creative thinkers and engineers who are dedicated to providing vital media integration solutions to clients in need of advanced video, audio, data and control systems used in communications, training, broadcast, streaming, and video on demand and presentation applications. With a video and IT-centric engineering core, Human Circuit designs and architects intuitive solutions that are aligned with a company's business objectives, anticipated growth and end-user needs.

Our extensive portfolio includes work for federal and state government entities, broadcast and television production studios, command and control centers, training facilities, distance learning centers, corporations and professional organizations, institutions of higher learning, medical and healthcare facilities and entertainment and sports venues. Please visit [www.humancircuit.com](http://www.humancircuit.com) for more information.

#### **Media Contact:**

Pamela Zacha

Direct: 240-864-4018

Mobile: 301-467-0555

[pzacha@humancircuit.com](mailto:pzacha@humancircuit.com)