Information and communications technologies in the archives and museums activities

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The article is devoted to the topical issue of the using of information and communications technologies in archival and museum activities. The article analyzes the international experience of using web and multimedia technologies to create a museum environment and the digital archive. It considers the current state of implementation of modern information and communications technologies in archival and museum activities in Ukraine.

Keywords – archival activity, museum activity, informatization of society, multimedia technology, web technology, virtual reality, exhibition activity.

With the rapid modern technology development and the informatization of society the providing of information needs of users of archival and museum institutions requires changes. In the development of informatization, aimed at expanding of interactive access to archival information and the exhibits of historical and cultural values, highly significant is the formation of electronic archival resources, implementation of web and multimedia technologies in creating of a museum environment and a digital archive.

Prospects of development of archival and museum institutions' information technologies are related primarily to the creation of appropriate conditions for the development and formation of information society in Ukraine. Important tasks of archival and museum activity in the current media space is mastering of electronic environment (resources, technologies, instruments) and integrating archival and museum services in social on-line communications.

At the present stage informatization aims to expand the interactive access to the archived information via the formation of electronic archival resources and implementation of web technologies. Communicative opportunities of Internet resources are widely used to inform citizens about the objectives, structure, composition and content of the archives. This is realized by the establishment of archival institutions' websites. The example of this is the electronic information resource of the archival sector "Archives of Ukraine", related to the computerization of archival industry. Today it is a powerful profile information resource that contains a huge set of diverse information about the documentary heritage of Ukraine. The web portal "Archives of Ukraine" provides an opportunity to learn more about the National Archival Fund documents, which are the sources of unique information about the history of our nation and the world's cultural heritage. Electronic Archive of Ukrainian liberation movement aims to provide an open access to electronic copies of documents from the history of the Ukrainian liberation movement of the XX century.

Nowadays, the successful example of using the Internet technologies in Ukraine are the virtual tours which enriched communication capabilities of museums and

adopted innovative solutions. The using of 3D-technologies include: virtual tour of the Kolomyia Folk Art Museum, virtual tour of the Pysanka Museum , multimedia project dedicated to the 25th anniversary of the Revolution on Granite, virtual exhibition "Maidan: from independence to freedom" and many others.

Today, among the world's cultural and educational institutions that use similar technology, you can highlight the Louvre (France) with its virtual tour of galleries and halls of various historical periods, the Metropolitan Museum in New York (USA) and many other galleries and museums in Europe.

The examples of using of audiovisual media and the implementation of new computer technology in the world are: Johnny Cash Museum, London, UK - sensory information kiosks, Cleveland Museum of Art, USA - interactive video walls, the Churchill Museum, London, UK – screen projection, Museum of Archaeology, Aarhus, Denmark - interactive floor, Wimbledon Museum - virtual guide, Abraham Lincoln Museum, Springfield, USA - sensory holographic screen.

The creation of electronic, digital and multimedia archives and museums solves a number of important issues in modern social communications, as the access to the information is given regardless of time, place, space or social origin. Ukraine starts to accumulate the diverse international experience in creating web and multimedia technologies. However, it is not fully developed yet.

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