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**FOR IMMEDIATE RELEASE:**  
May 27, 2021

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## **New Mexico Based Creative Technology Company, Ideum Inc., Produces Several Multimedia Productions in New Mexico**



SANTA FE, N.M. – The New Mexico Film Office announces over 45 multimedia productions currently or recently produced in New Mexico by New Mexico creative technology company, Ideum Inc.

“Ideum Inc. is a Corrales, New Mexico-based creative technology company that is making a big impact in the world of digital interactive displays for museums, healthcare facilities, and conservation and nature centers all over the United States and internationally. Ideum marries touch technology, education, and good design with multimedia production. These projects are beautiful, informational,

interactive, cutting edge, and are one example of how the New Mexico film incentive program is also supporting New Mexico-based businesses and jobs for New Mexicans in the multimedia space,” said Amber Dodson, Director, New Mexico Film Office. “We were more than pleased to work with the incredible team at Ideum Inc., to put together the Film Wall display at Albuquerque International Sunport, and we are equally thrilled to work with them through the incentive process for each of their projects. Ideum is a progressive, forward-thinking company that New Mexico should be very proud of.”

"As our company continues to expand our work with world-class museums and Fortune 500 companies across the country and across the world, the New Mexico Film Office has been there every step of the way," said Jim Spadaccini, Ideum's Founder and Creative Director. "Their support has been vital to our success as we are quickly gaining an international reputation for developing creative and compelling digital interactives, right here in New Mexico. Even during the darkest times in the pandemic, we were able to maintain more than 40 full-time positions while we continued our work and to land new opportunities." said Jim Spadaccini, Founder/CEO, Ideum Inc.

Current projects include:

***The Body Explorer*** is an interactive media exhibit currently in production by Ideum Inc.

The production is directed by Jim Spadaccini, Ideum Inc., Founder/CEO and produced by Darold Ross, Ideum Producer.

The production is employing 6 New Mexicans.

*The Body Explorer* is a 3D interactive exhibit for a premier science center in the Middle East that allows visitors to explore the intricacies of medical technology in the human body. Visitors will explore an elaborate 3D model of the human body and investigate the various medical technologies that can enhance human life. A wide range of technology from cochlear implants and artificial hearts to embedded microchips and electronic tattoos are on display and ready to explore, with informative media content explaining what the technology is, how it helps humanity, and where it could go in the future. The experience is set to debut in summer of 2022.

***Exploring the Structure of the Universe*** is an interactive media project currently in production that will wrap in July 2021.

The production is directed by Jim Spadaccini, Ideum Inc., Founder/CEO and produced by Hugh McDonald, Ideum Executive Producer.

The production is employing 3 New Mexicans.

*Exploring the Structure of the Universe* is an interactive media production that will allow visitors to one of the nation's most prestigious national laboratories to explore the next generation of particle accelerators. These incredible new facilities, designed to come online in the mid-2020s, will allow researchers to peer more deeply into the structure of subatomic particles than ever before. What they learn will shed new light onto the structure of matter and the origin of the universe itself.

***Website & AR Experience*** is an interactive media companion website and augmented reality application with production dates of May 2021-August 2021.

The production is directed by Jim Spadaccini, Ideum Inc., Founder/CEO and produced by Natalie Pace, Content Development Coordinator.

The production is employing 8 New Mexicans.

*Website & AR Experience* is an interactive companion website and AR application that will allow visitors to learn more about a traveling art exhibition. This exhibition, produced by a major Western arts college, explores modern art. The companion website and AR application will be updated as the exhibition travels across the country in 2022 and beyond.

***Soundscape and Presentation System*** is an interactive multimedia soundscape in production through June, 2022.

The production is produced by Jim Spadaccini, Ideum Inc., Founder/CEO and Becky Hansis O'Neill, Director of Creative Services.

The production is employing 8 New Mexicans.

Ideum is collaborating with a midwestern zoo and design company to provide a soundscape for a new aquarium building. Ideum's team of designers and developers will be working with the team to design and install the sound system which will facilitate the creation of a natural soundscape and presentation areas.

Recent projects include:

*Advances in Aerospace*

*Mission Control: Space Innovation*

*Bringing the History of Altoona to Life – With the Altoona Historical Society  
Santa Maria Valley*

*Touching History: Soviet Jews in the Second World War*

*Advanced Electronics Product Viewer*

*Touchless Studio Experience*

*Experience Marketing Story Viewer*

*Exploring Film at the Albuquerque International Sunport Watershed Explorer*  
*Frescoes at the Convention Center*  
*Memory Care Rehabilitation Center Project*  
*Operation Smile Global Cleft Palate Repair Project*  
*You and the City – With Heinzen Media*  
*Hematology Racetrack Interactive*  
*Historic Map + Print Experience*  
*Intel Touchless Innovation*  
*Life of a Meteor*  
*LVNHM Dinosaur Wall*  
*Meet the Bisti Beast, New Mexico's Tyrannosaur*  
*National Gallery of Art Entry Experience*  
*Cruise Ship Interactive Display*  
*Odense Heat Exchange: A Synergistic Relationship*  
*Palm Spring Aerial Tramway*  
*Major Western Zoo - Innovative Interactive Experiences*  
*Sherwin Miller Museum History and Artifact Explorer*  
*Technical Products Interactive Display Project*  
*Turtle Bay Exploration Park Interactive: Utilities and the Urban Watershed*  
*US Navy Seals History Project*  
*Valle de Oro National Wildlife Refuge Visitor Center*  
*Weather FX Interactive Demo Experience*  
*Weather FX Sequel*

For more information on the productions, contact: [info@ideum.com](mailto:info@ideum.com)

All film and television productions in New Mexico are required to adhere to the state's operative emergency public health order, associated public health restrictions, and COVID Safe Practices. Those restrictions include but are not limited to the adherence to occupancy maximums, the maintaining of physical distancing between individuals, wearing masks, routine disinfection, symptom screenings, and more.

The New Mexico Film Office has released Back2One, a catchall set of principles, general recommendations, and resources for film and television productions operating during COVID-19. Back2One recommendations and other COVID Safe Practices can be found at [nmfilm.com](http://nmfilm.com)

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#### About Ideum:

Ideum is a 20-year-old digital design firm based in Corrales, New Mexico. Deeply rooted in the museum field, the firm has worked with museums across the globe developing cutting-edge digital exhibits. Ideum develops touch and touchless hardware, designs and fabricates custom exhibits, and develops interactive software. Learn more at [www.ideum.com](http://www.ideum.com)



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