**Qatar Museums Joins Forces with Microsoft to Offer Digital Solutions to Enhance Visitor Experiences**

**Doha, 29 February 2024** – Qatar Museums (QM) announced today that it has signed an MOU with Microsoft to enhance QM’s intelligent experiences to facilitate seamless, tech-savvy encounters for residents and visitors across QM entities. The signing took place at the Web Summit in Qatar where thousands of international entrepreneurs, investors and leaders are gathering to connect the tech world and drive innovation.

Microsoft’s offerings will include leveraging its Azure services, introducing partners in Smart Museums Experience, collaborating with Microsoft's AI digital center, technological support, exploring smart exhibits using AI, AR, and VR, and introducing OpenAI for innovation.

Qatar Museums and Microsoft have previously collaborated to facilitate The National Museum of Qatar’s migration to Microsoft Cloud enabling them to develop new visitor experiences including augmented, virtual, and mixed-reality.

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**About Qatar Museums**

Qatar Museums (QM), the nation's preeminent institution for art and culture, provides authentic and inspiring cultural experiences through a growing network of museums, heritage sites, festivals, public art installations, and programmes. QM preserves, restores, and expands the nation's cultural offerings and historical sites, sharing art and culture from Qatar, the Middle East, North Africa, and South Asia (MENASA) region with the world and enriching the lives of citizens, residents, and visitors.

Under the patronage of His Highness the Amir, Sheikh Tamim bin Hamad Al Thani, and led by its Chairperson, Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, QM has made Qatar a vibrant centre for the arts, culture, and education in the Middle East and beyond. QM is integral to the goal of developing an innovative, diverse, and progressive nation, bringing people together to ignite new thinking, spark critical cultural conversations, educate and encourage environmental stewardship and sustainable practices, and amplify the voices of Qatar's people. Since its founding in 2005, QM has overseen the Museum of Islamic Art and MIA Park, Mathaf: Arab Museum of Modern Art, the National Museum of Qatar, QM Gallery Al Riwaq, QM Gallery Katara and the 3-2-1 Qatar Olympic and Sports Museum. Future museums include Dadu, Children's Museum of Qatar, Qatar Auto Museum, Art Mill Museum and the Lusail Museum.

Through its newly created Creative Hub, QM also initiates and supports projects—such as the Fire Station Artist in Residence, the Tasweer Qatar Photo Festival, the creative hub for innovation, fashion and design M7, and Liwan Design Studios and Labs —that nurture artistic talent and create opportunities to build a strong and sustainable cultural infrastructure.

Animating everything that Qatar Museums does is an authentic connection to Qatar and its heritage, a steadfast commitment to inclusivity and accessibility, and a belief in creating value through invention.

**About Microsoft**

Microsoft (Nasdaq “MSFT” @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

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