



# OTTERBOX

## BUSINESS

Van  
Gogh  
Museum  
Amsterdam

## VAN GOGH MUSEUM, AMSTERDAM

Upgrading Audio Tour Performance with **OtterBox React Series**

### THE CHALLENGE:

The Van Gogh Museum in Amsterdam welcomes thousands of visitors every day, with the audio tour acting as one of the most popular ways to explore the collection. By early 2025, the museum's existing system had become unreliable and urgently required replacement.

Beyond addressing technical instability, the team saw an opportunity to introduce a more modern, flexible platform that could support future development. In June 2025, the museum launched a new audio tour system using individual Samsung Galaxy S25 Plus devices.

With more than 5,000 audio tours taken daily and roughly 15,000 visitors per week, the museum required durable device protection that ensured reliable performance, easy handling, and seamless integration into their operations.



OtterBox offers many highly durable options, which made it an attractive choice for use in the museum.



Gianna Gianotten, *Multimedia Programme Manager*

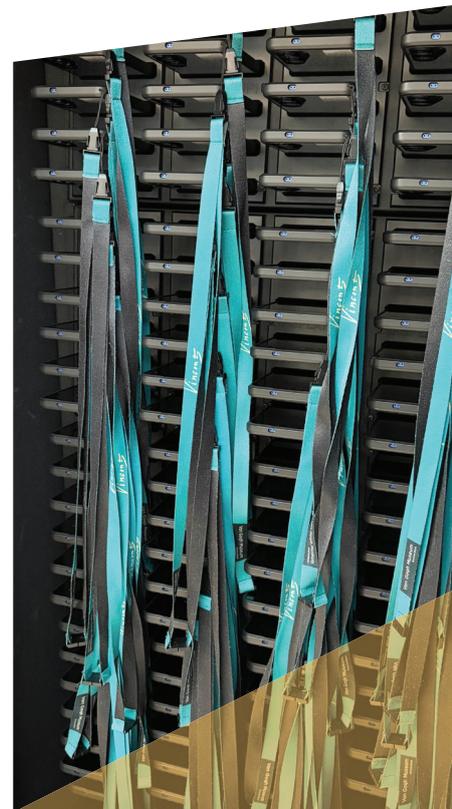
### THE SOLUTION:

To protect the all-new Samsung Galaxy S25 Plus devices, the museum chose **OtterBox React Series** cases.

These ultra-thin, resilient cases deliver a precise fit, and the soft-touch edges provide a secure, comfortable grip.

The React Series cases offered the museum a highly durable, slim solution capable of withstanding continuous daily handling while remaining lightweight for visitors.

This combination made the React Series an optimal choice for such a high-traffic environment.



### LOCATION

The Netherlands

### SECTOR

Culture & Tourism

### KEY CHALLENGES

- Outdated audio tour system causing instability and downtime risk.
- Need for durable protection for 1,400+ high-use devices.
- Large-scale roll-out required with zero disruption to visitors.

### OTTERBOX SOLUTION

React Series



To guarantee a seamless launch, OtterBox ensured timely delivery of the cases, allowing the museum and its installation partners to quickly integrate the protected devices into the charging system and ample testing time to prevent heat-related issues inside the cabinets. OtterBox also collaborated with Cradle of Sweden on the large number of 19” rack charger slots, designed to handle the daily charging of the Samsung S25 Plus devices while the case remains on the device.

Over 1,400 devices and OtterBox cases were deployed for launch. The transition was a major operational effort, and despite the scale, the roll-out was completed without a single stop to tour administration or disruption to visitor flow.

### KEY BENEFITS INCLUDED:

- **Flawless launch:** 15,000 tours issues in the first week – a 43% audio tour participation rate.
- **Reliable protection:** More than 1,400 devices now safeguarded by OtterBox **React Series** cases.
- **Zero device damage:** No instances of broken or damaged phones since the system went live.
- **Future-ready technology:** The new system supports improved stability and opens opportunities for future technical development.

### CONCLUSION:

The Van Gogh Museum’s transition to a new smartphone-based audio tour system marks a significant step forward in efficiency, safety, and visitor satisfaction.

Equipped with the OtterBox React Series, the Samsung Galaxy S25 Plus devices are protected against daily wear and tear while supporting a stable and modern tour experience.

The upgrade delivers clear results: improved reliability, enthusiastic visitor feedback, and rising positive sentiment.

This launch demonstrates how OtterBox protection helps cultural institutions operate confidently at scale, ensuring that technology enhances the visitor journey without compromise.



### ORGANISATION BENEFITS

- Smooth deployment with no operational interruption.
- Reliable, robust device protection for daily, high-traffic use.
- Zero breaks or damage reported since roll-out.

Series  
**React**

TESTED TO MILITARY  
STANDARD (MIL-STD-810G 516.6)

1X  7X