

## New possibilities of the appearance of museums on the Web

### Hungarian National Museum, Kidmuseum

The social roles of museums have changed, the institutions have become more open to the general public and we can mention 'visitor friendly museums' as an example for this. The visitors' new claims meet the museums' efforts of being open so the museums' websites have to reflect to those new challenges by using new Internet solutions. Nevertheless, we have to be aware that the delightful experience of meeting the objects personally cannot be replaced by technical solutions, i.e. visiting the museum virtually. The essential function of museum websites is to make visitors interested in visiting the museum, to invite them to the museum. Besides, the websites have to provide additional services: they have to be present as a cultural source in the general public's everyday life. The new website of the Hungarian National Museum and the very first museum website for children, the Kid museum, have been prepared by keeping these guiding principles in mind.

Ildikó Fejes