

CVIC Experience Walk Through

28 July 2025

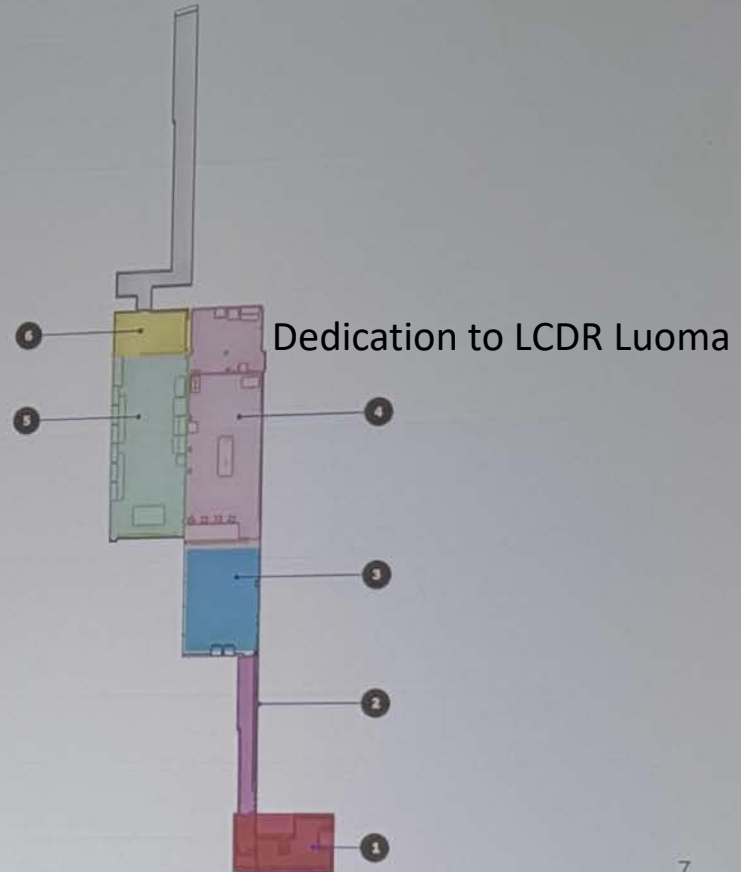
Visitor Experience Journey

Experience Mapping

The following pages present our final designs for each space in the exhibition. We have continued to refine our immersive and interactive designs, based on your feedback from the Final design package. As you will see, we are using a variety of graphic strategies, physical and digital interactives, and media experiences to make the exhibition as curiosity-driven and engaging as possible.

Key

-  1 Entry Space
-  2 Time Portal August 1990
-  3 What Is Naval Intelligence?
-  4 Meet the Team
-  5 Mission Planning
-  6 Concluding Experience





You enter CVIC from the flight deck. The aft section of the island includes a new entrance, bomb farm exhibit and some flat Stanley's displaying the rainbow shirts of the flight deck.



You descend one ladder and enter the time portal. It is August 1990 and news personalities read stories and while foreign language press give their take on Saddam's actions into Kuwait.

The first panel you encounter is the "World Comes Together" a discussion about the coalition of the willing. No international security mechanism like NATO Article 5, brought these countries together to defend Kuwait's interest.

The long back wall is the timeline from August until 17 January 1991 and Midway's first launch into Iraq.

Don't forget to look down. That is a Tactical Pilotage Chart (TPC) enlarged for our guests to explore.



Now you will meet the team. Each bulkhead has a rating or naval officer description. IS, CT, PH or CAG AI, AIO or Targeteer.

The large discovery table in the middle hold artifacts donated by various members of the NIP community.

The silver cabinets in the back have story tellers on the red phones.

The ipad kiosks are tests of your analytical skills. Are you the CAG AI or coffee mess officer ?

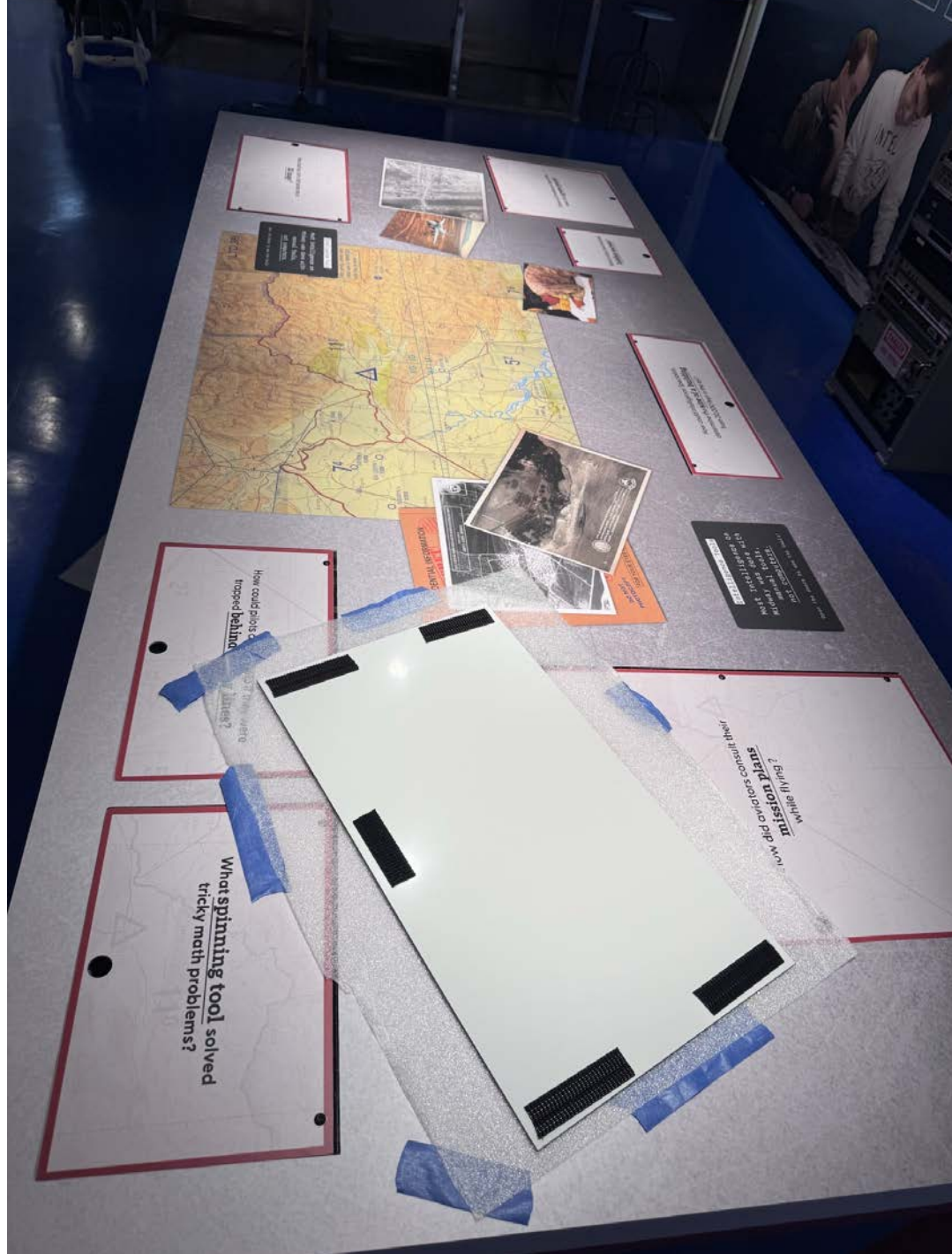
To one side is a mock up light table and the other the Bomb Damage Assessment workstation for playing back weapon system videos. An A-6 radar plays on a loop.



Close up of the BDA workstation
and a test kiosk



The mock up light table with four hidden images.



The discovery table close up, while it was still being assembled.



Now you enter the CAG AI's office.

The space is dedicated to LCDR Marc Luoma, MIDWAY's last CAG AI. His jacket still hangs on the door, his coffee is waiting and there is an OPREP-3 waiting for review.

The target folders for this week's strikes are spilling out of the safe and there is a Photo of the Day ready for distribution.





Two of CVW-5's last AI's tell stores about Marc and what is what like as a new Ensign With the Airwing under his leadership.

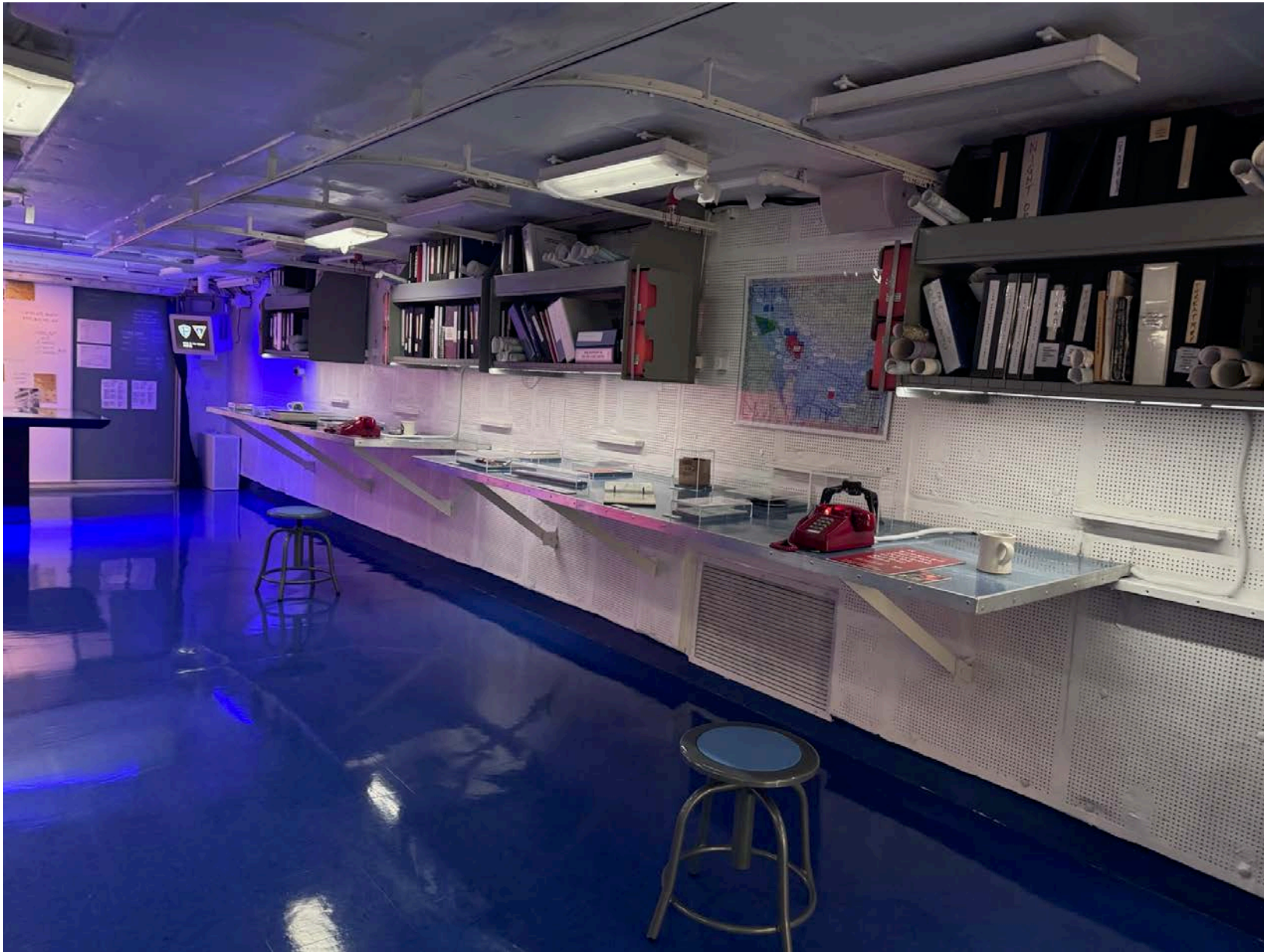


Now you enter the center piece of the exhibit, STRIKE PLANNING !

The space has been opened up and each side displays artifacts of the trade. A loop magnifier, slide rule, air defense handbooks, weaponneering guides, stereoscopes and more !

More red phones give the oral histories from AI's and Aviators a like.

The bookshelves are packed with reference materials, Jane's and other orders of battle.



A close up of the right side.



An aviator describes hearing
"feet wet" for all his fellow
aircrew !



An air defense handbook

Recce guide and more coffee !



On 25 June, we even had one of our oral historians take time to re-create his famous "Sleeping Al" moment. Thank you, Jiffy !



The left side of the room with special curtains for those extra classified projects and screen protection.



The MIDWAY exhibit creators loved all the patches intel folks sent in – but needed a way to display them that would stand the test of one million guests a year.

So the patches were made into coffee cups and added to the coffee mess in Strike Planning.



As you walk down the long wall a current disposition of forces and threats is posted for your review and analysis.

But don't move any of those pucks without consulting the lead AI – Jiffy !!



Do you wanna to play a game ? The center piece of the CVIC exhibit is the Strike Planning game !



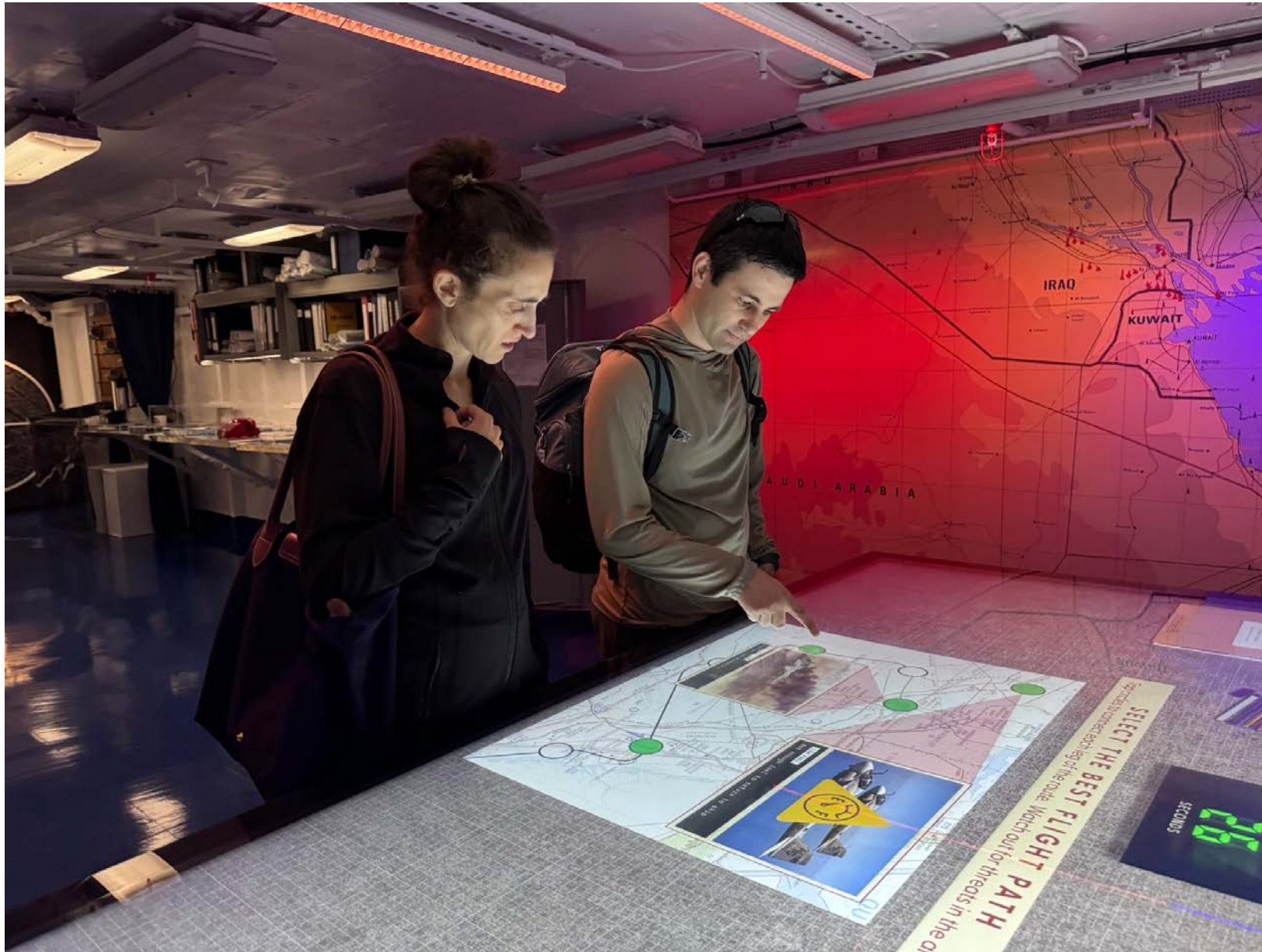
Strike Planning game is a large touch screen table that walks you through building a target folder, selecting a route, picking the best time of day and weather conditions, threats to avoid and critical decision making. You have to build the map and add the right weapon recommendations before the game evaluates your skills to be the next intelligence officer !



Strike Planning game !



NIP Family and Friends try out their skills on the Strike Planning game during the soft opening with NIP.



Which way do we go ? The SAMs
or the fighters ?



Once the game selections are made an AI assesses your test.

A video of 17 January 1991, CVW-5, A-6 conducting a strike on a SAM Site plays and then Your score is revealed !



As you leave the Strike Planning game, you are met with the end of the war. A memorial board to the fallen is on the left and news clippings, artifacts and other media play to the right.

Now you exit the exhibit and End up back on the other side of the flight deck.