



Trends in Mobile Interpretation & Visitor Experience

denkmal Moscow



Experience 1: The Power of Storytelling

The Giant's Causeway

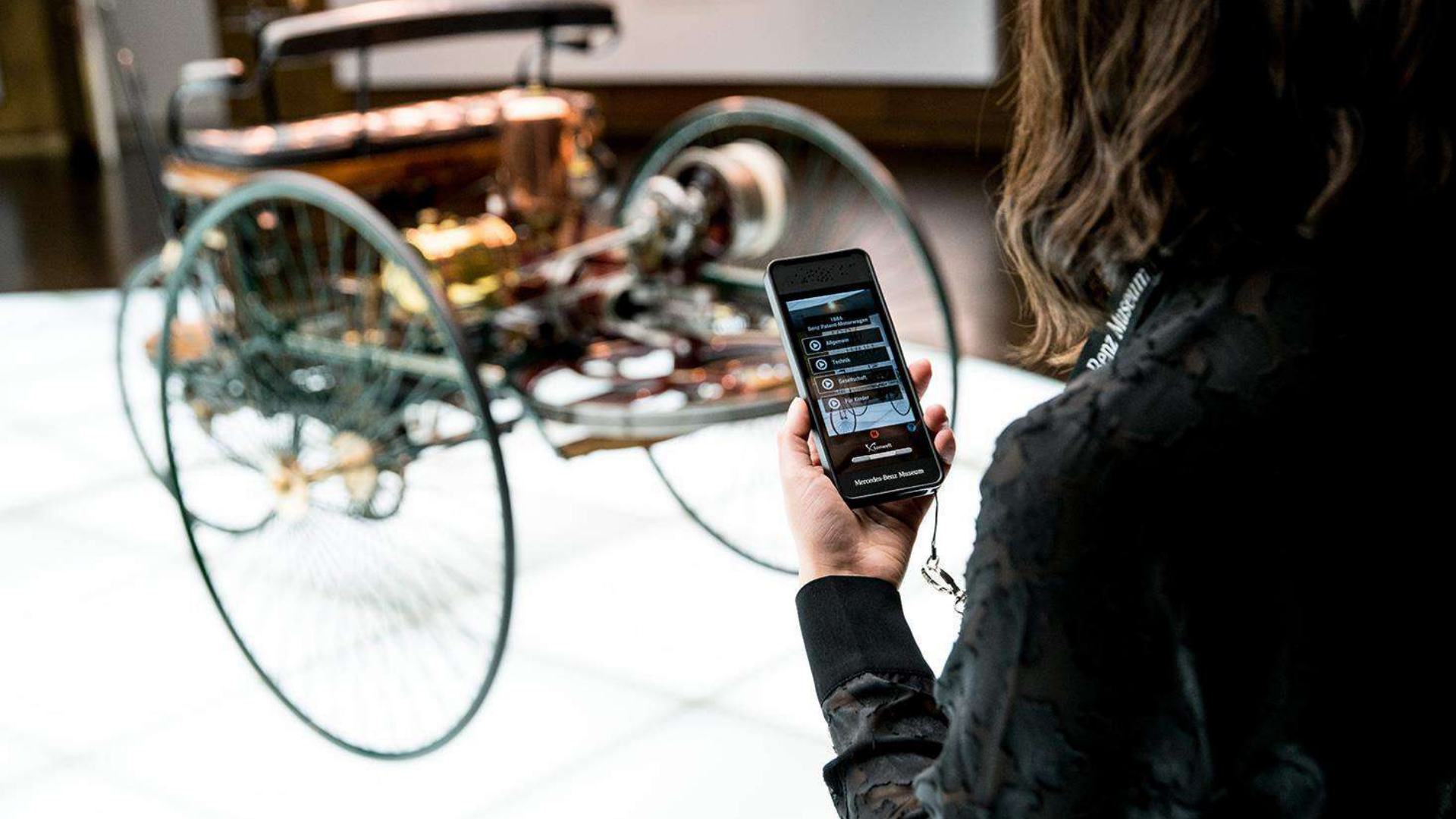






Experience 1: Multi-Layered Storytelling

Mercedes-Benz Museum





Anders als
ständige



Experience 2: Screen Interaction

Porsche Museum





Experience 3: Unlocking Audiovisual Exhibitions

Nest, La Cité du Vin & Displacement

Documentation Center





1988



1986 Nespresso



La cuisine moderne
Moderne Kochen
Modern cooking



CE QUI VOUS
TIENT À COEUR

NOUS FAIT











**INE REGIONS
F THE WORLD
ÑEDOS DEL MUNDO**



TABLE DES TERROIRS

© 2004 by The McGraw-Hill Companies, Inc.

En pratique, c'est un jumelage entre plusieurs éléments : le sal, le chow, l'opposition à porter dans le sac, l'opposition à porter sur le dos, les traditions et les usages dans des zones habitées des hommes normaux qui marchent chaque jour pour y aller des villages.

LE TERROIR TABLE

...through the government of Cuba

...the clouds, the interactive table takes you on a journey through the seasons to discover the colours, the emotions and the unique charms of ten of the world's most wild regions. Learn from the animals themselves, as they speak passionately of their home lands and what makes their cities so unique.

SA DE LOS TERRUÑOS

© 2005 by John Wiley & Sons, Inc.

La película es un juego vital entre ciertos elementos... el sufrimiento, el dolor, la expresión de un terrible momento, pero también la memoria, los tradiciones, los roles de las mujeres y los hombres que cada uno trabajó en la elaboración del cine. La mesa interactiva después de filmar de los espectadores los planes seleccionados de diez imágenes virtuales del mundo. Conoce a sus actividades sobre la historia importante de la identidad de su familia y la cómo este evento de que sus hijos sean felices.





VERLUST UND NEUBEGINN
LOSS AND NEW BEGINNINGS

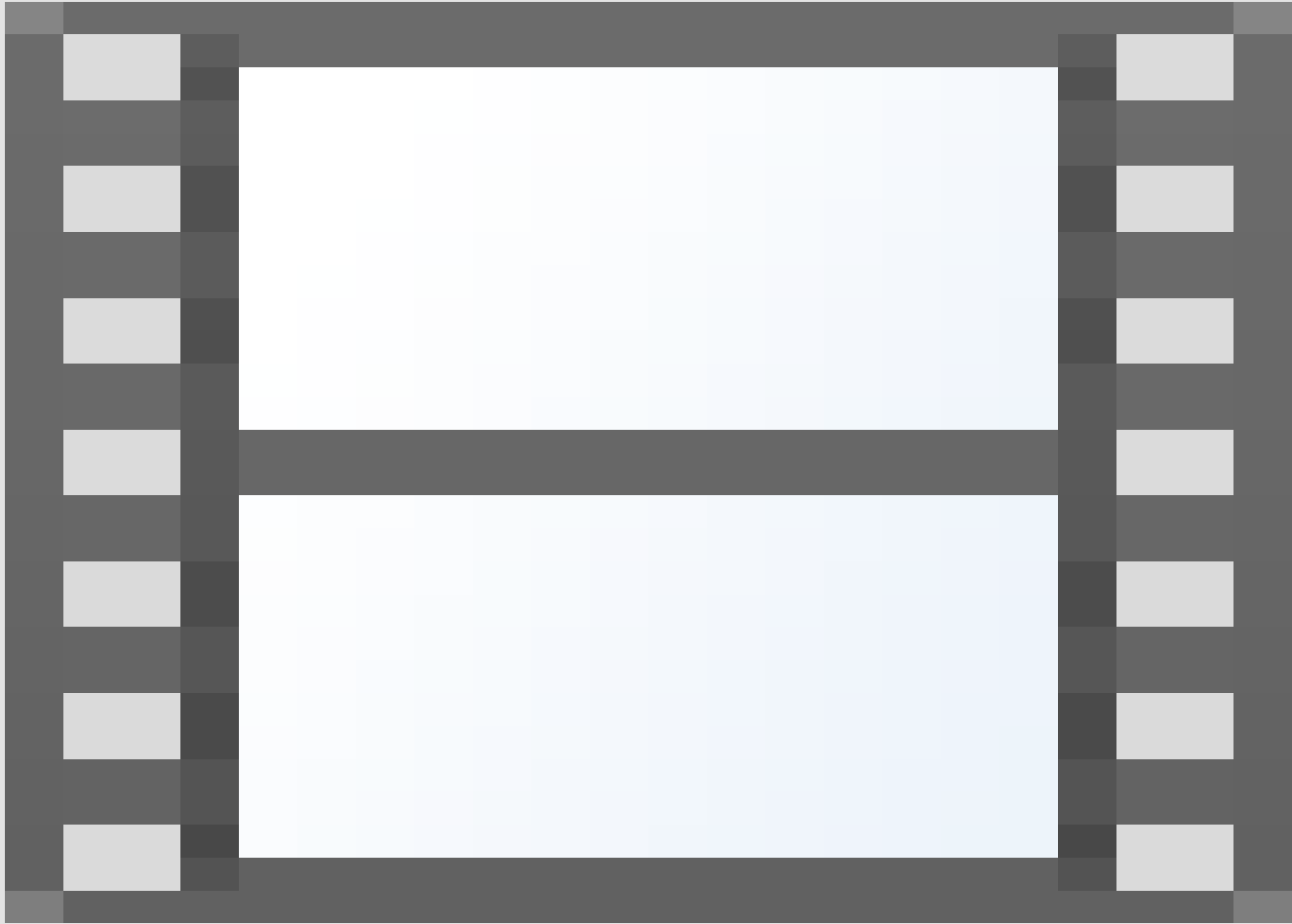




Experience 4: Immersive Soundscapes & Stories

„Opera“ @ Victoria & Albert Museum

Estonian Maritime Museum









VIENNA

PROVOKING
CULTURE

The great grandchildless, will do
nothing but these things, they had to
live in the darkness of 1930s
in their own country in their plays
what is a tragedy which they
did not understand.
- The Spectator
22 March 1977

RINALDO
G.F. HORN

'Love and War
fighting in
giving my w
dire
- Rinaldo

to the singer
Horn's London's favourite
Italian artists

LOVE
- MAGIC
BATTLE
- REDEMPTION



Experience 5: Accessibility

Cittadella Gozo Malta

Tropical House Little Eden









Behind the Scenes: Hardware & Software

How to activate & interact with stories

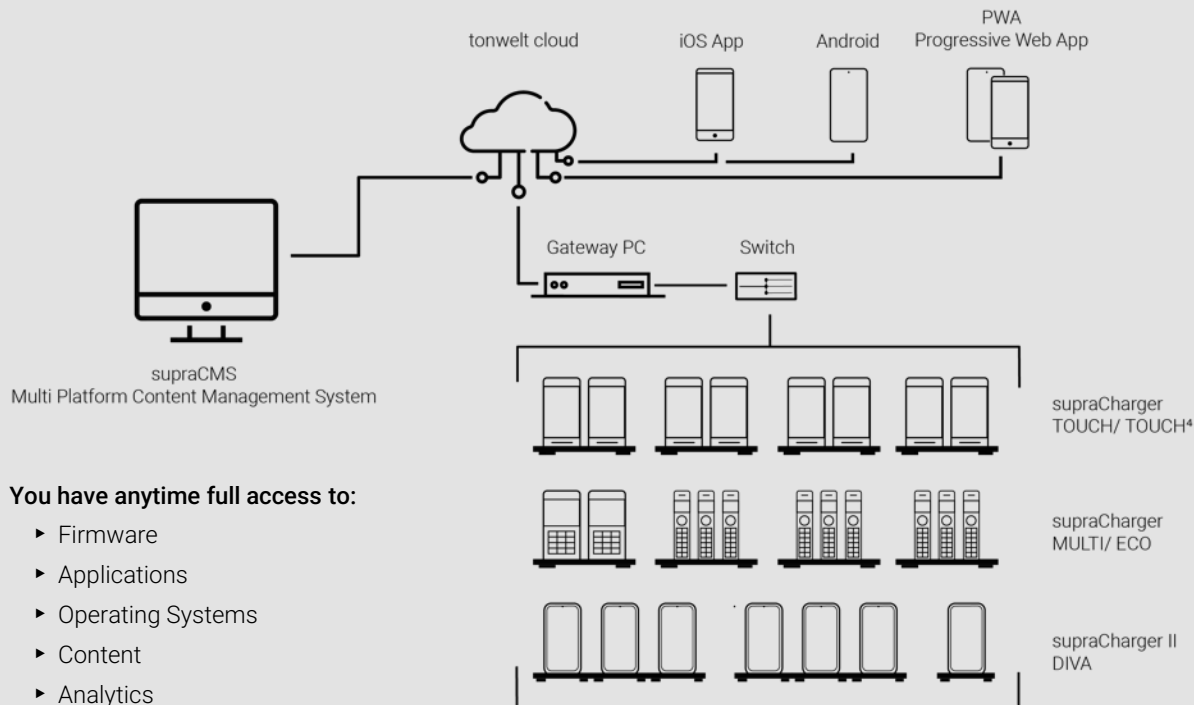


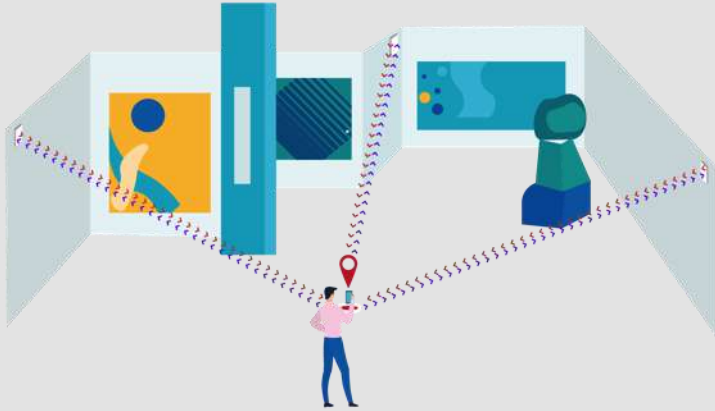
- I. Number entry (virtual keypad)
- II. Half automatic triggering (with nearfield triggering)
- III. Full automatic triggering (with midfield triggering)
- IV. Visual triggering (with camera, AR)
- V. Triggering by show control systems (IR)
- VI. Virtual triggering via location based events (UWB)
- VII. Triggering via GUI-interaction (Quiz, Hotspot, Game)

Multi Plattform Content Management System



End-to-end Hardware & Software Solution





Use Cases

Dynamic wayfinding

- Exact indoor-positioning with advanced ultra wide band technology (UWB)
- Combination with automatic triggering for interactive guidance
- Available for supraGuide DIVA





Спасибо!
Thank you for your attention



supraGuide ECO

»audio-only guide« for museums with high numbers of visitors
or projects with limited budgets | small, lightweight & easy to
handle | intuitive operation & control | accessible

supraGuide MULTI

Multimedia guide with a touch-display & braille-keyboard

Radio and infrared port | Automatic start |

Integrated group guiding system





supraGuide TOUCH

High-end multimedia guide for interactive guiding projects |
Touch-display | Radio- and infrared-port | Map function &
location based services | Triggering for automatic start |
Integrated group guiding system | customizable user profiles



supraGuide TOUCH 4

Reinterpretation of the supraGuide TOUCH

Quad-core processor

Bluetooth | WIFI

Compatible with 3rd party apps (Android 6/7)

supraGuide DIVA

High-end multimedia device for sophisticated guiding projects |
Full-HD+ Display | Radio- and infrared-port | Map function &
location based services and indoor positioning via UWB (Ultra
wide band) | Triggering for automatic start | Integrated group
guiding system with live mixing | customizable UX | WLAN |
Bluetooth | AR ready etc.



Tailor made guiding solutions



One-Stop-Solutions for *Hardware / Software / Content / Services*

- End-to-end-solution with device manager software
- Firmware/App/Content Version handling
- Full maintenance over years!
- Fully editable content and settings remotely
- All actions can be executed via browser
- High-end components & chipsets
- Made for individuals, guided groups and professional presentation

supraCharger

Charger for 20 supraGuide MULTI & TOUCH

Touch-display | Illuminated slots

Choice of an operating mode | Set up of languages

Content updates | Firmware updates

Transfer of statistics

also available for supraGuide ECO



supraCharger II

Tailor made storage



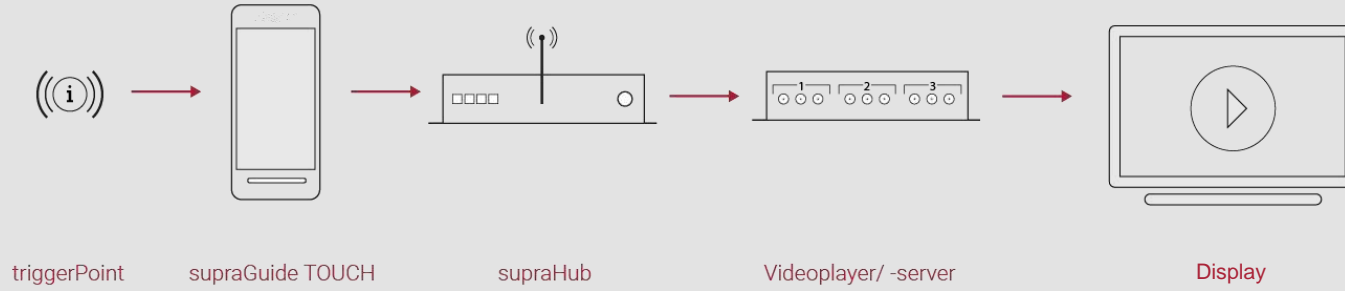


triggerPoints

- Nearfield beacon for semi-automatic and automatic triggering
- Easy integration

supra Hub

- Central media control unit
- Lip sync audio to video
- Exhibition control



Technical Setup

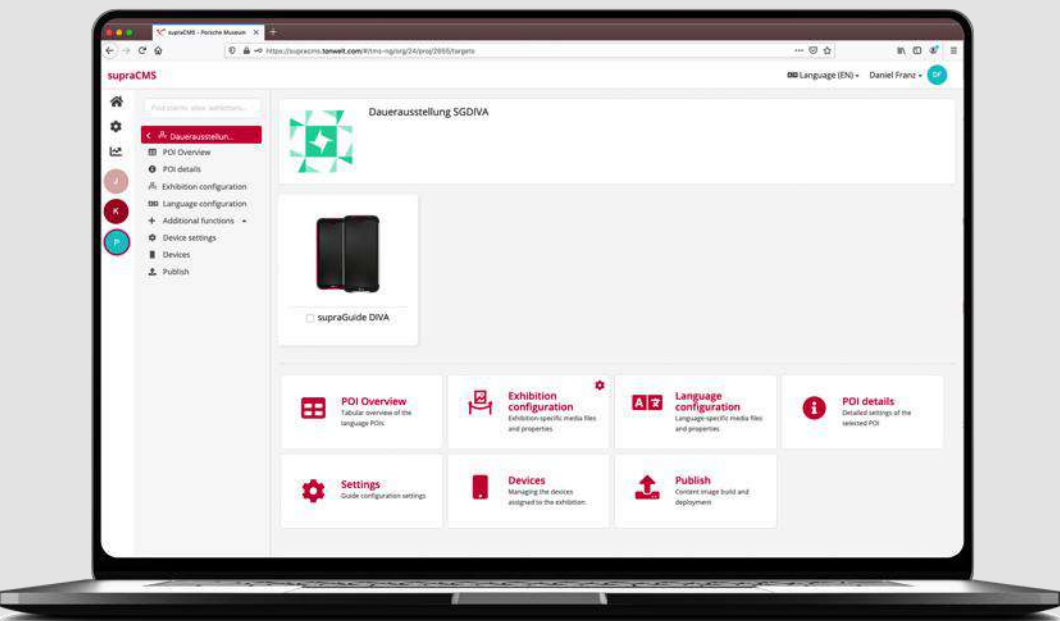
Mediaguides, triggerPoints and supraHub

Visitor selects the content

Playback starts; Sound synchronizes in the preset language (Dubbing)

supraCMS

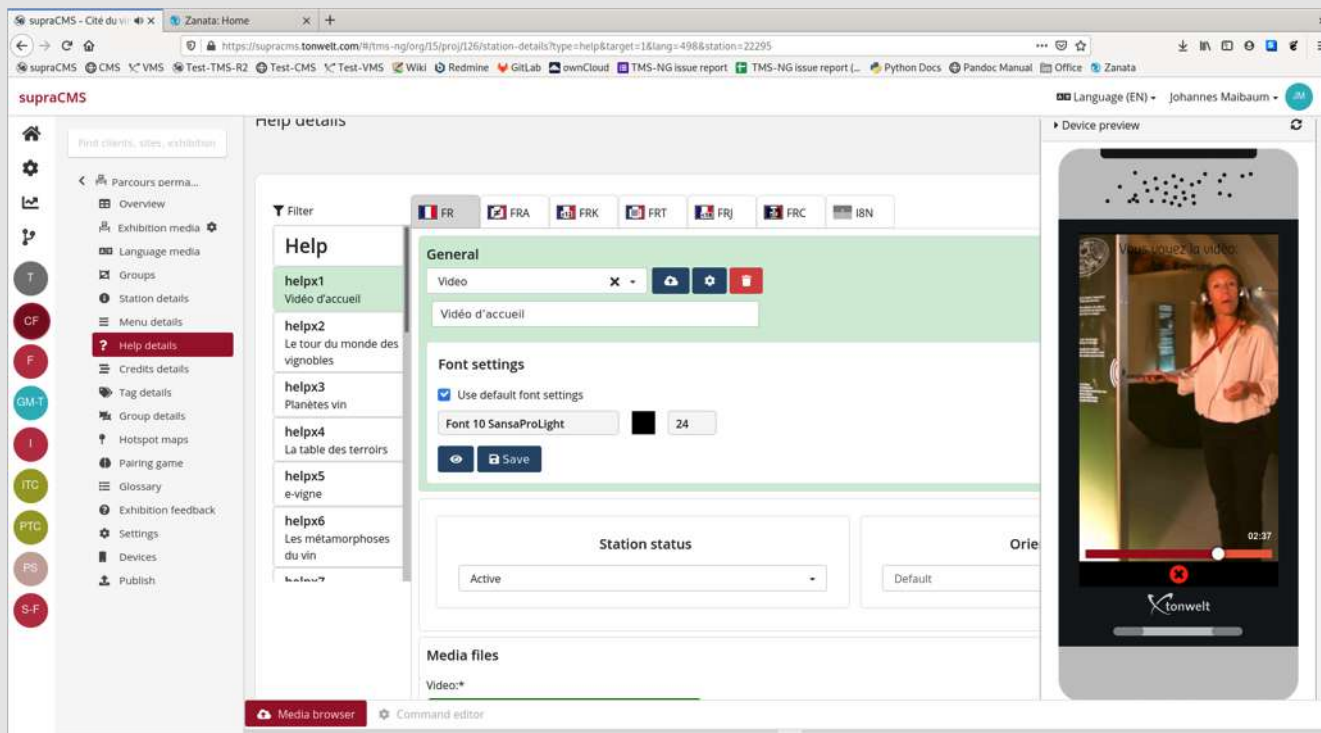
Multi-platform CMS



supraCMS Multi-Platform-Framework

- Browser based CMS solution
- Good for on site multimedia guides and bring-your-own-devices (BYOD)
- Multiple tours on multiple target devices
- Comfortable editing of stations and tours in the browser

supraCMS Content Editor

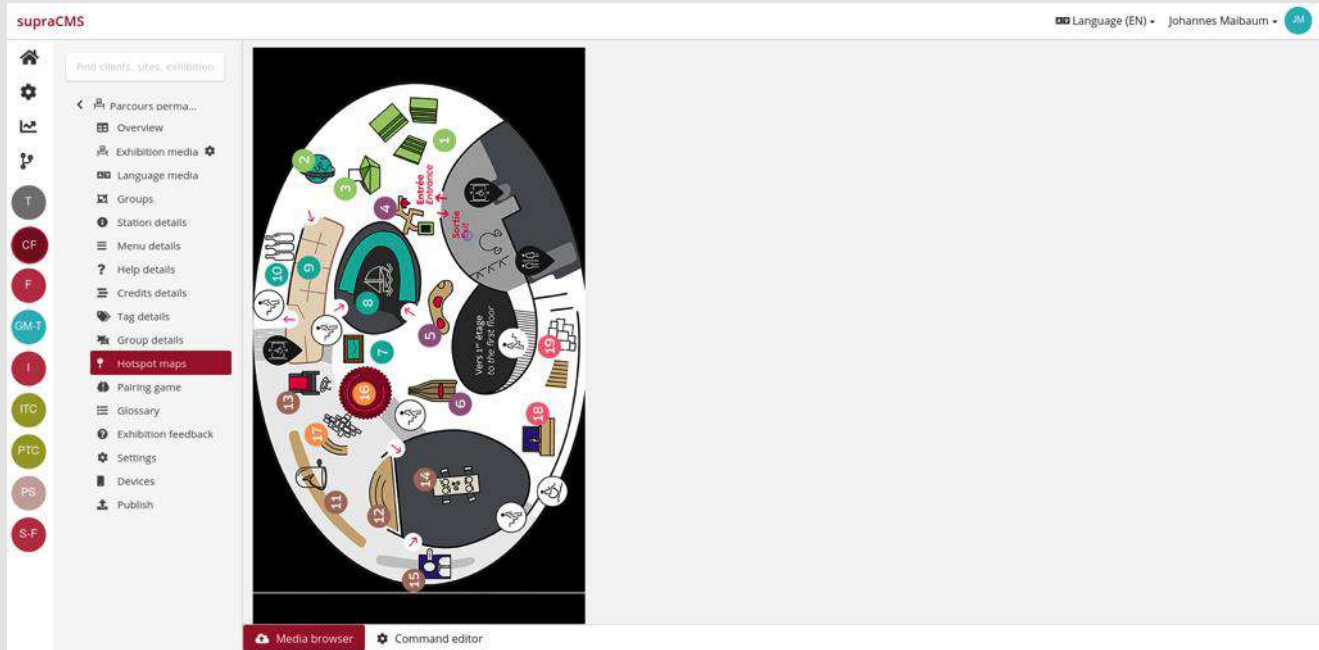


The screenshot displays the supraCMS Content Editor interface within a web browser. The browser's address bar shows the URL: `https://supracms.tonwelt.com/#/tms-ng/org/15/proj/126/station-details?type=help&target=1&lang=498&station=22295`. The interface is divided into several sections:

- Left Sidebar:** Contains navigation icons and a list of menu items including "Parcours perma...", "Overview", "Exhibition media", "Language media", "Groups", "Station details", "Menu details", "Help details" (highlighted in red), "Credits details", "Tag details", "Group details", "Hotspot maps", "Pairing game", "Glossary", "Exhibition feedback", "Settings", "Devices", and "Publish".
- Main Content Area:**
 - Filter:** A row of language selection buttons: FR, FRA, FRK, FRT, FRJ, FRC, and ISN.
 - Help Details:** A list of help items on the left:
 - helpx1: Vidéo d'accueil
 - helpx2: Le tour du monde des vignobles
 - helpx3: Planètes vin
 - helpx4: La table des terroirs
 - helpx5: e-vigne
 - helpx6: Les métamorphoses du vin
 - General Settings:**
 - Video:** A text input field containing "Vidéo d'accueil".
 - Font settings:** Includes a checked box for "Use default font settings", a font selector set to "Font 10 SansaProLight", and a size selector set to "24".
 - Station status:** A dropdown menu currently set to "Active".
 - Media files:** A section with a "Video:*" label and a green progress bar.
- Right Sidebar:**
 - Language (EN):** A dropdown menu.
 - Johannes Maibaum:** A user profile icon.
 - Device preview:** A vertical video player showing a person in a white shirt and headphones, with a "tonwelt" logo at the bottom.
- Bottom Bar:** Contains a "Media browser" button and a "Command editor" button.


supraCMS

Hot-Spot Editor & Floorplan Editor



supraCMS


POI & article editor



Spielwiese

Ausstellung zum Testen

supraGuide touch



supraGuide touch

Add language

Add station

Add group

Add tag

Station Menu Help Tag Group

Valid content ✓

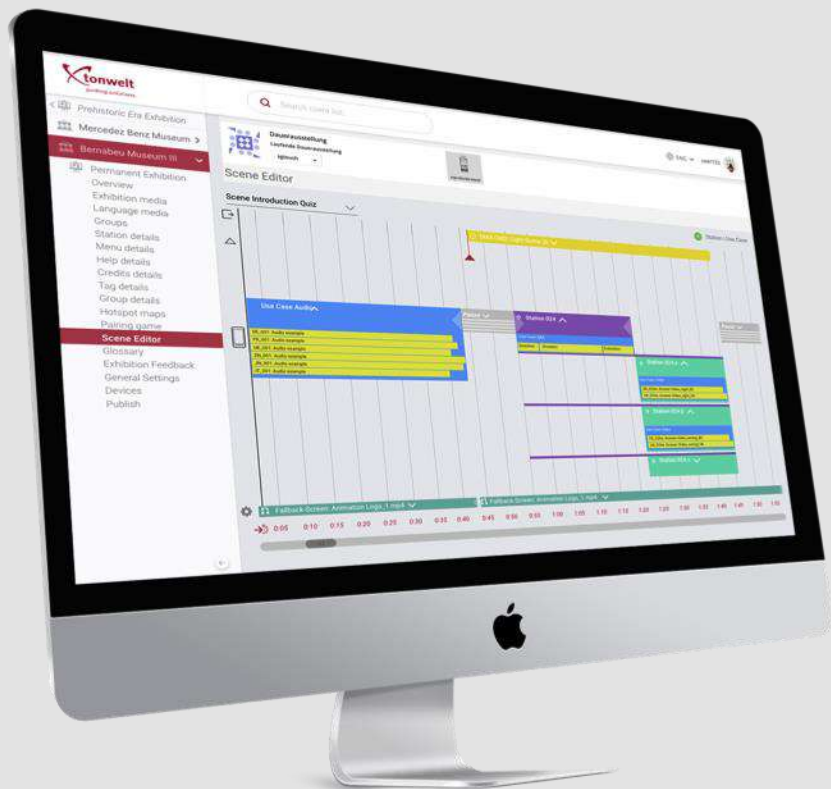
Total entries: 4

Filter	DE (German) - MASTER LANGU...	DEC (DE - Kinder)	EN (English)
000	Audio Willkommen im Porsche Museum	Audio Willkommen im Porsche Museum	Enter station title here
102 (3)	Supplementary list Ferry Porsche (1909-1998)	Supplementary list Ferry Porsche (1909-1998)	Enter station title here
1	Audio Ferry Porsche	Audio Ferry Porsche	Enter station title here
2	Video Ferry Porsche	Enter station title here	Enter station title here
5	Text Wissenswertes	Enter station title here	Enter station title here
148	Supplementary list	Supplementary list	

Media browser

Command editor

supraCMS Scene Editor



- Creation of quizzes
- Construction and connection of complex scenes
- Integration of and reference to external media and devices
- Preview of your scenes in browser

supraCMS

Visitor statistics

Language distribution |

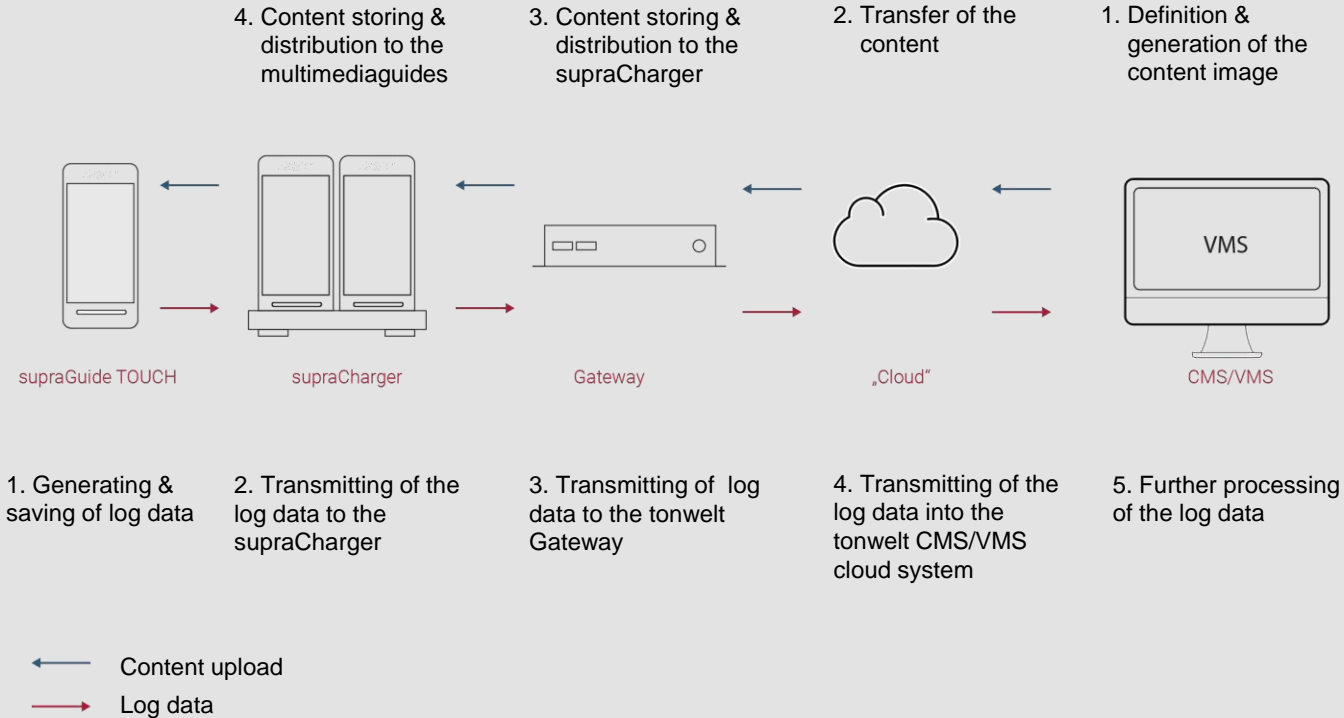
Station rating | Station course |

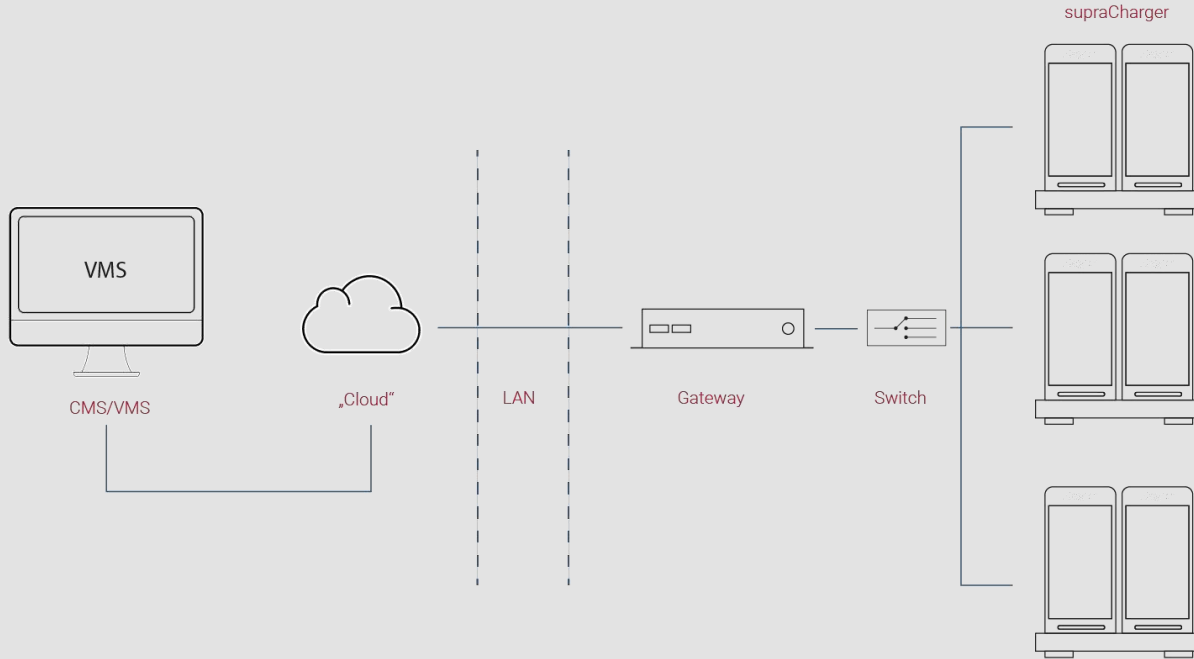
Usage | Duration of stay | Attendance |

Hotspots | Station feedback | Exit feedback



Data transfer: Content & Log Data





Architecture

Gateway, Switch and supraCharger form the „tonwelt-network “

To get into the tonwelt-cloud a LAN-connector is necessary, which is connected with the internet (optional)



Interface & Features



Use Cases Language Selection Screen

- Creation of individual language sets
- Creation of individual flags & icons
- Different order and positioning of language selection menu
- Self-serviced media guiding
- Details accessible in the supraCMS



Use Cases Welcome Screen

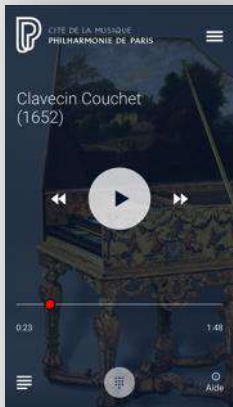
- Creation of beautiful welcoming screens
- Creation of thematic visitor tours
- Auto prompting the first welcome track with an introduction how to use the supraGuide DIVA (video)



Use Cases Idle Screen

- Shown in between the POI activation
- Animated or static idle icons
- Virtual keypad if desired
- Animated synchronisation icons
- Fully editable images, fonts, functions in the SupraCMS





Use Cases Playback Screen POI

- Creation of beautiful playback screens
- Pictures, titles, subtitles, audio, video, timed picture slide-shows, icons, fonts
- Picture editor with graphic effects, gradients, blur in the tonwelt CMS
- All details accessible and editable via tonwelt CMS



Use Case Article POI Screen

- Creation of beautiful social-media-like poi sets and screens
- Creation of chart-based infos
- Creation of time lines
- Integration of POI-specific pictures, videos, texts, biographies, charts, quizzes, hyperlinks to other POIs or external webpages by webview



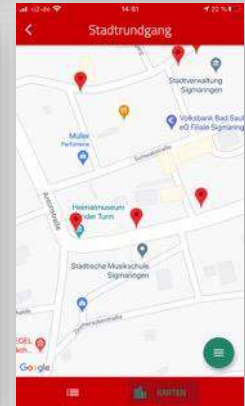
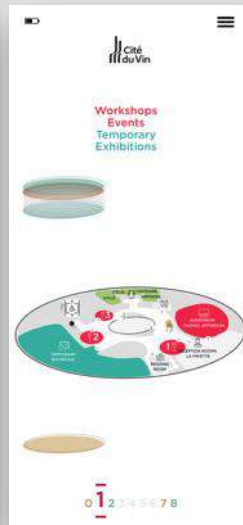
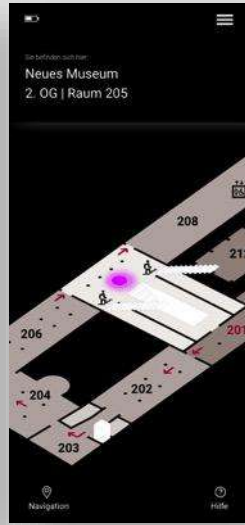
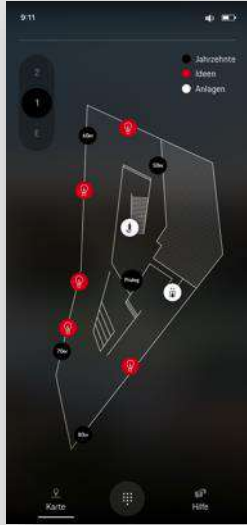
Use Cases

Hyperlinking in Article POIs

- Creation of beautiful social-media-like POI sets and screens, incl. hyperlinks to other pois or external webpages by webview

Use Cases Floorplan Screen

- Creation of static, or half-static floorplans
- Creation of half-/ full-interactive floorplans and maps
- Integration of indoor positioning or wayfinding in the floorplan
- Integration of external floorplans by webview hyperlinks





Use Cases Floorplan Orientation

- Creation of static, or half-static floorplans
- Creation of half-/ full-interactive floorplans and maps
- Integration of indoor positioning or wayfinding in the floorplan
- Integration of external floorplans by webview hyperlinks



Use Cases Augmented Reality features

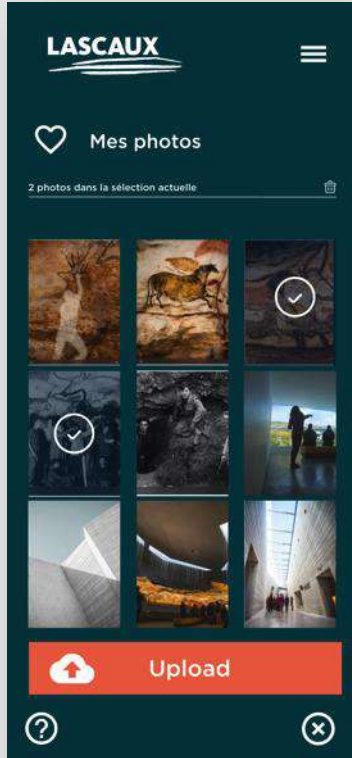
- SupraGuide DIVA supports AR
- Interactive guidance, e.g. AR-wall view or AR-triggering
- Presentation of AR-exhibits
- Integration of AR in didactic concepts
- Visual triggering by camera



Use Cases

Multimedia group guiding

- SupraGuide DIVA with integrated group guiding module
- Present videos and images on visitor devices, controlled by a master guide
- Excellent sound quality
- TourGuide TG-48:
Premium group guiding system



Use Cases Social-media-handover

- Handover of path information, photos, favorites, etc. for usage in context of social media
- QR-codes generated by the multi media guide can be scanned by the visitors' smartphones
- Possibilities to postprocess the visits