Trends in Mobile Interpretation & Visitor Experience

denkmal Moscow

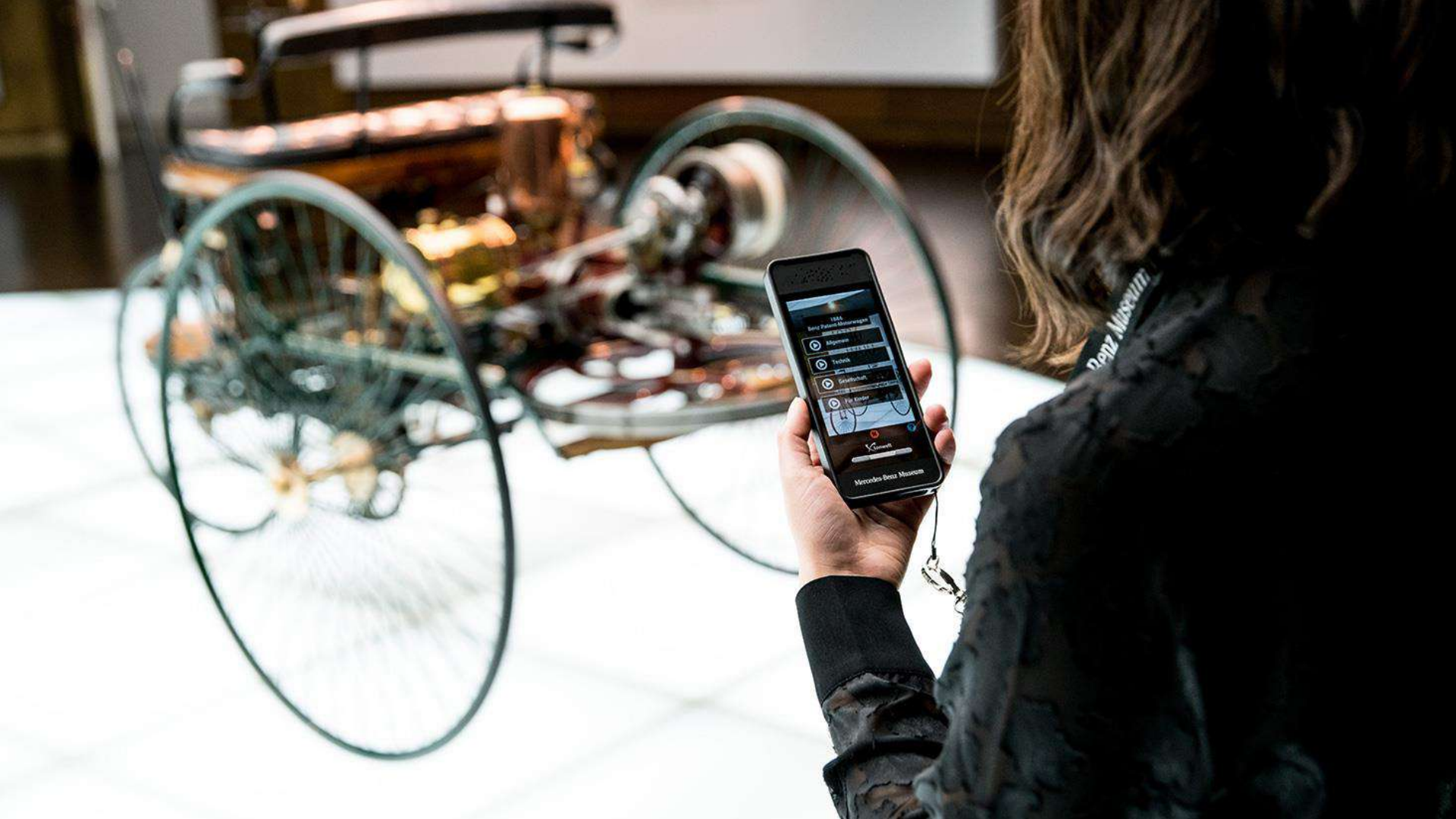
Experience 1: The Power of Storytelling

The Giant‘s Causeway

2

Experience 1: Multi-Layered Storytelling

Mercedes-Benz Museum


1886
Benz Patent Motorwagen
Allgemein
Technik
Geschichte
Für Kinder
Mercedes-Benz Museum

nders als
ändige

Experience 2: Screen Interaction

Porsche Museum

Fahrzeugdaten
Porsche 911 Cup 3.8
Seit 1993 findet der Porsche
Supercup im Rahmen der Formel 1
Karte
Hilfe
tonwelt

Fahrzeugdaten
Porsche 962 Dauer Le
Mans GT
Karte
Hilfe
tonwelt

tonwelt

Experience 3: Unlocking Audiovisual Exhibitions

Nest, La Cité du Vin & Displacement

Documentation Center

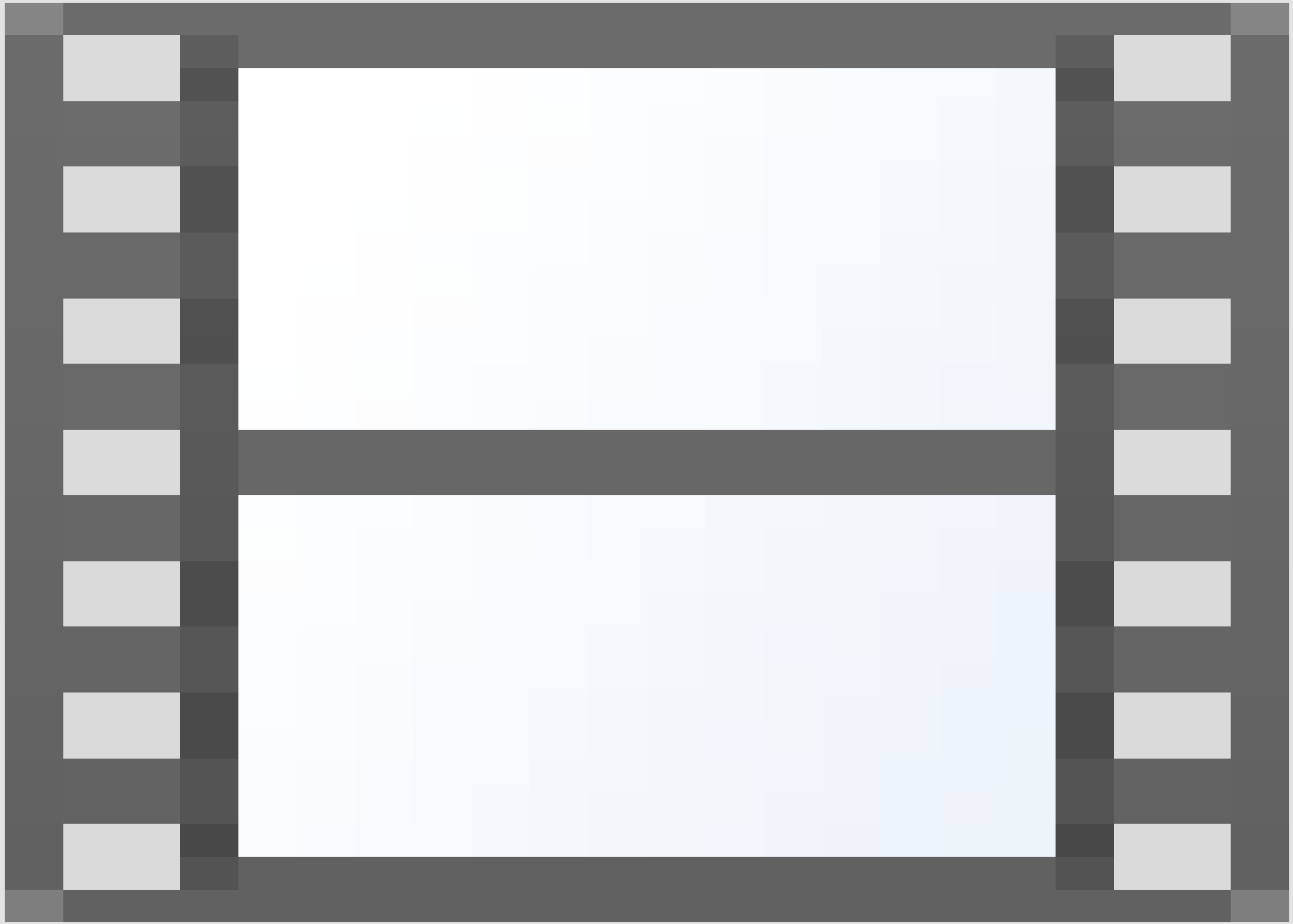
CAFÉ HENRI
nest
FARINE LACTÉE

1988
NESPRESSO
1986 Nespresso
La cuisine moderne
Modernes Kochen
Modern cooking

SOS

CE QUI VOUS
TIENT À COEUR

VIGNOBLES
DU MONDE
VINE REGIONS
F THE WORLD
ÑEDOS DEL MUNDO
TABLE DES TERROIRS
E TERROIR TABLE
SA DE LOS TERRUÑOS



NATION UND NATIONALISMUS
NATION AND NATIONALISM

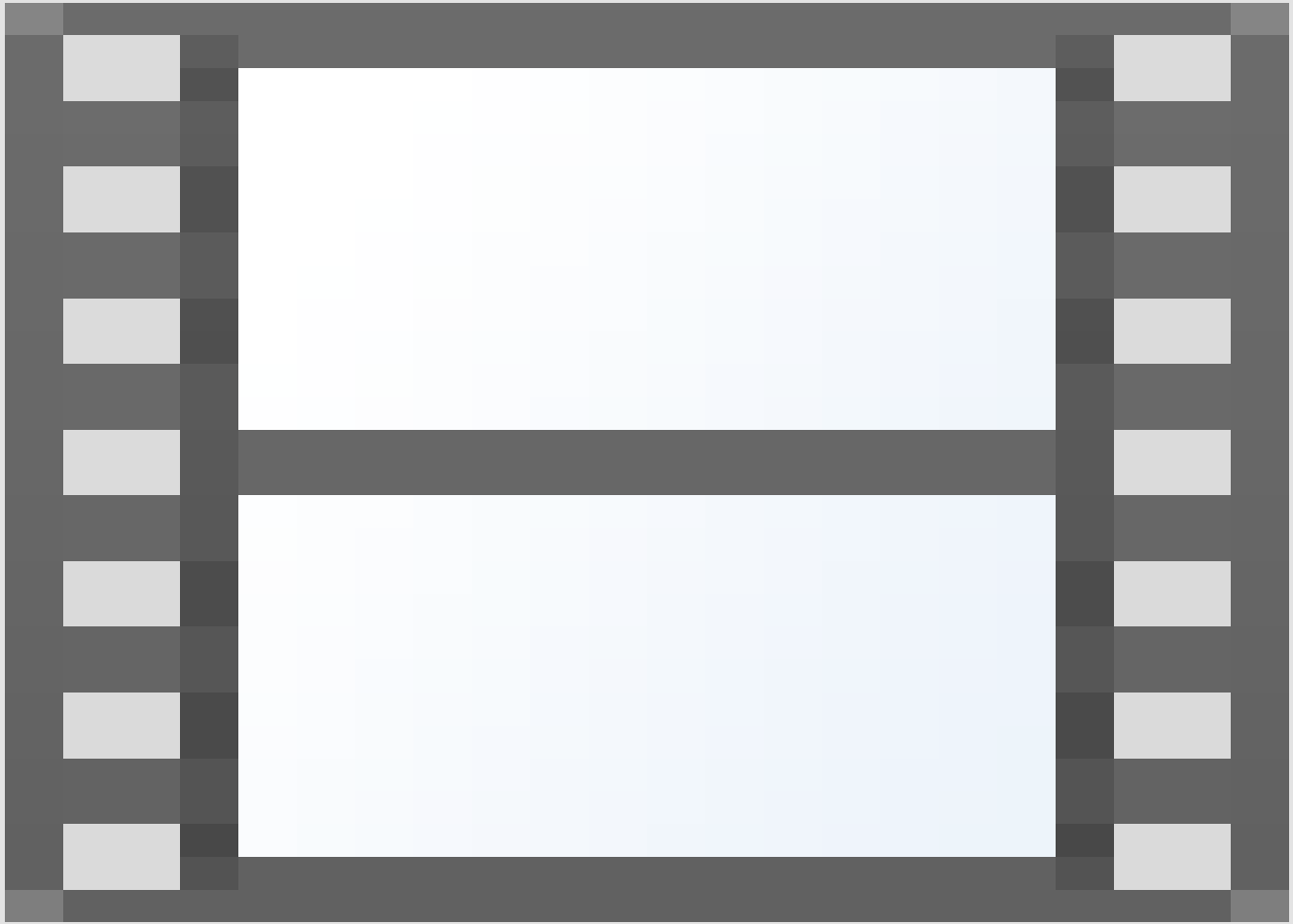
VERLUST UND NEUANFÄNGE
LOSS AND NEW BEGINNINGS
HANS SCHILLER

tonwelt

Experience 4: Immersive Soundscapes & Stories

„Opera“ @ Victoria & Albert Museum

Estonian Maritime Museum



RINALDO
VIENNA
1711
PROVOKING
CRITICISM
- LOVE
- MAGIC
- BATTLE
- REDEMPTION

tonwelt

Experience 5: Accessibility

Cittadella Gozo Malta

Tropical House Little Eden

Ahuacatl
tonwelt
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Behind the Scenes:

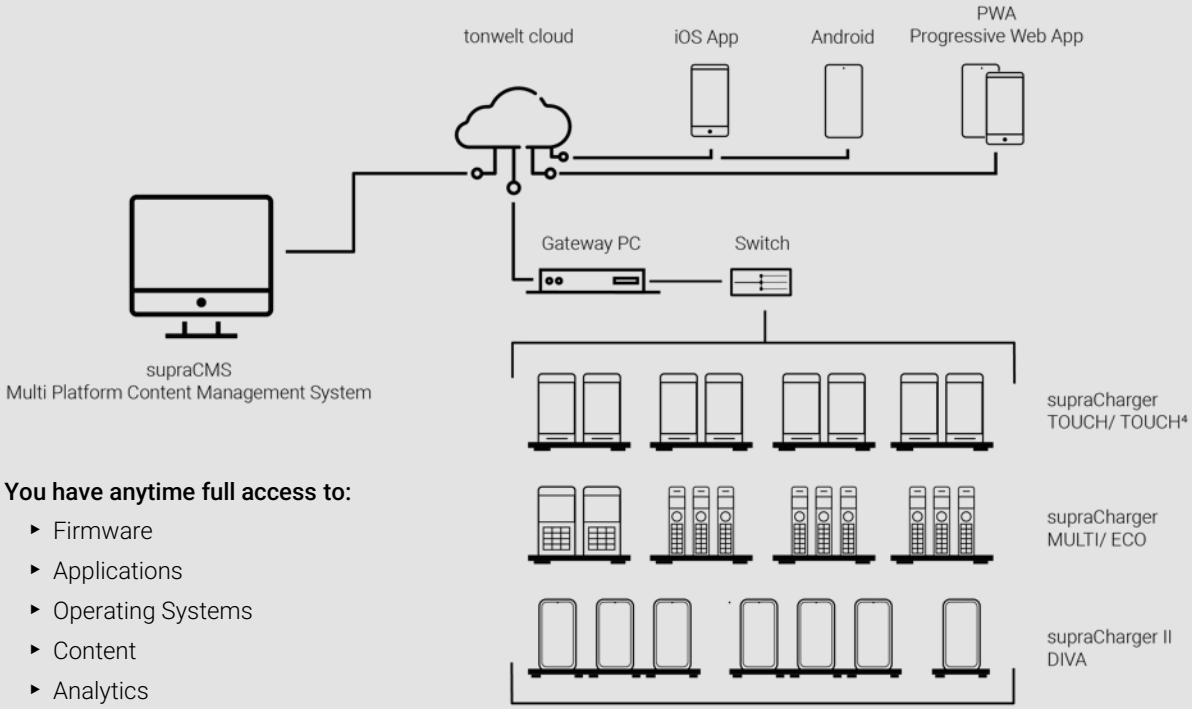
Hardware & Software

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)

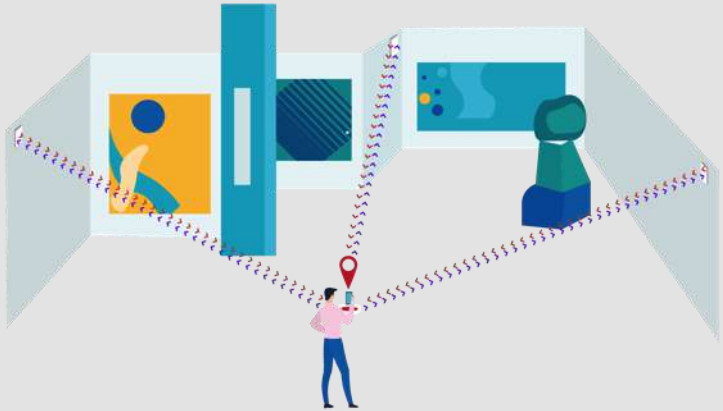
Multi Plattform
Content Management System

End-to-end
Hardware & Software Solution



You have anytime full access to:

- Firmware
- Applications
- Operating Systems
- Content
- Analytics



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

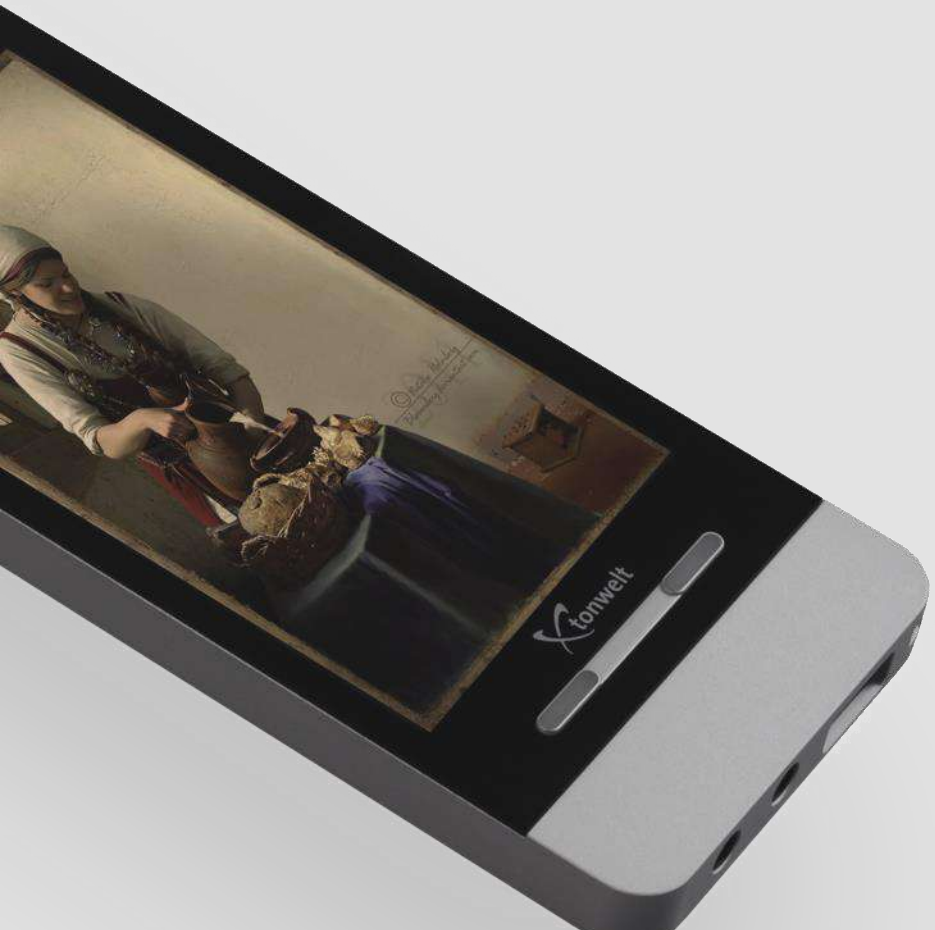
»audio-only guide« for museums with high numbers of visitors or projects with limited budgets | small, lightweight & easy to handle | intuitive operation & control | accessible

supraGuide MULTI

Multimedia guide with a touch-display & braille-keyboard

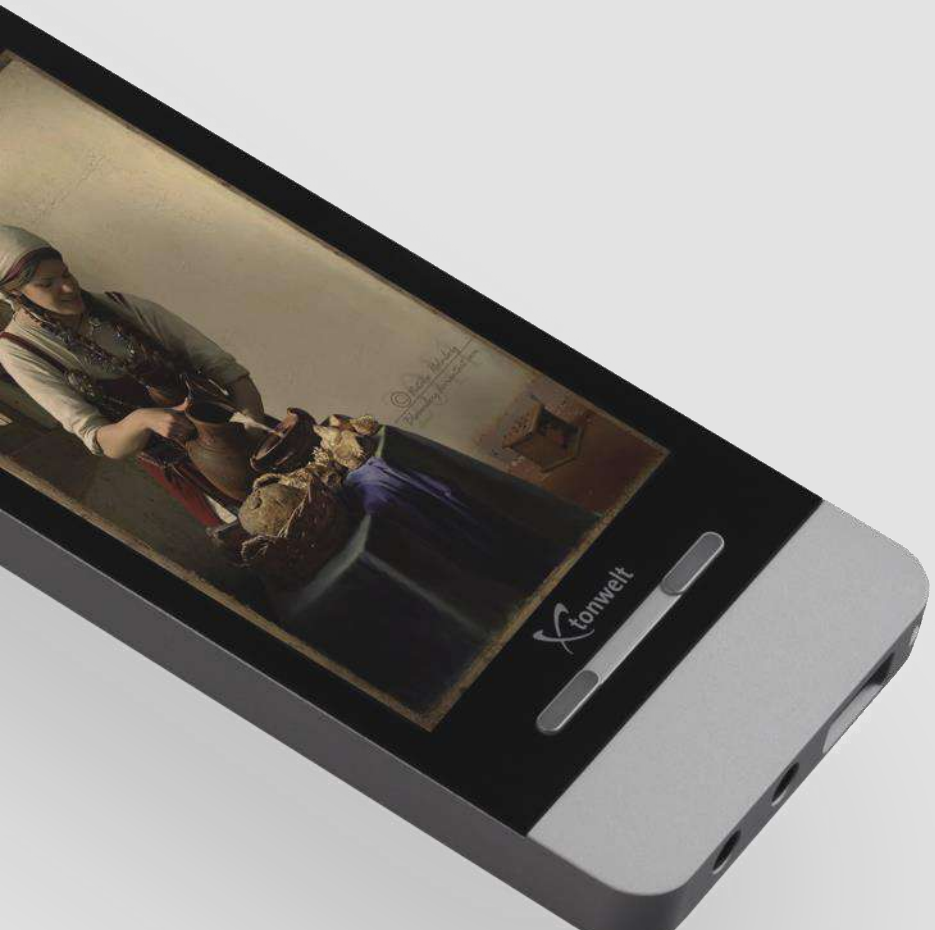
Radio and infrared port | Automatic start |

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

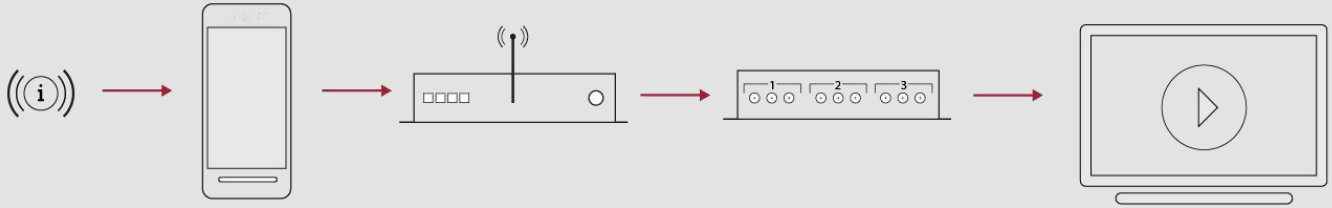
supraCharger II
Tailor made storage

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

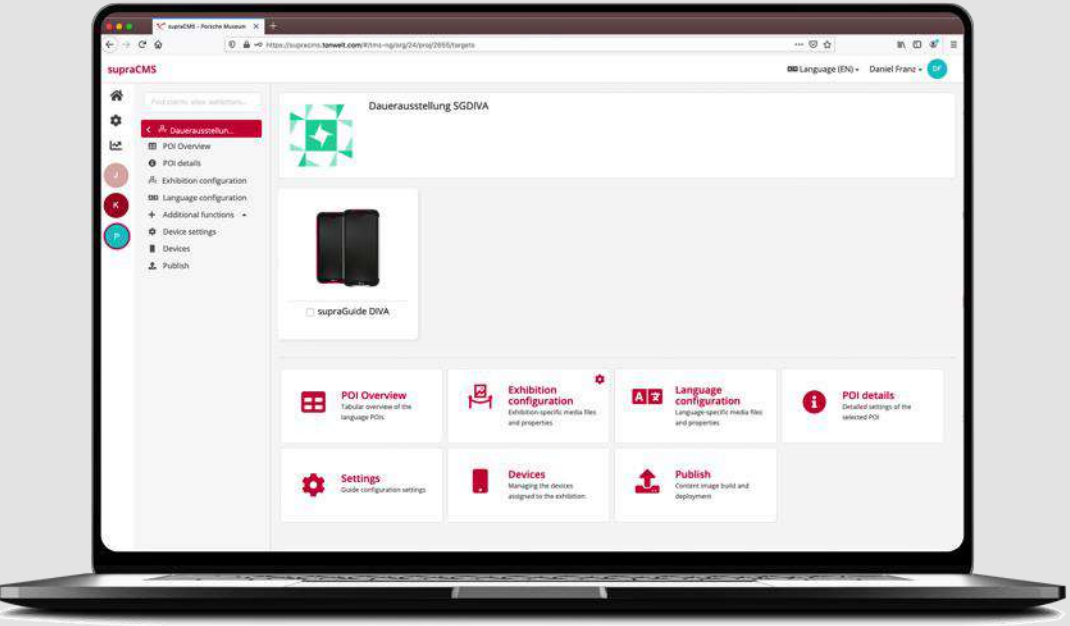
Mediaguides, triggerPoints and supraHub

Visitor selects the content

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

supraCMS

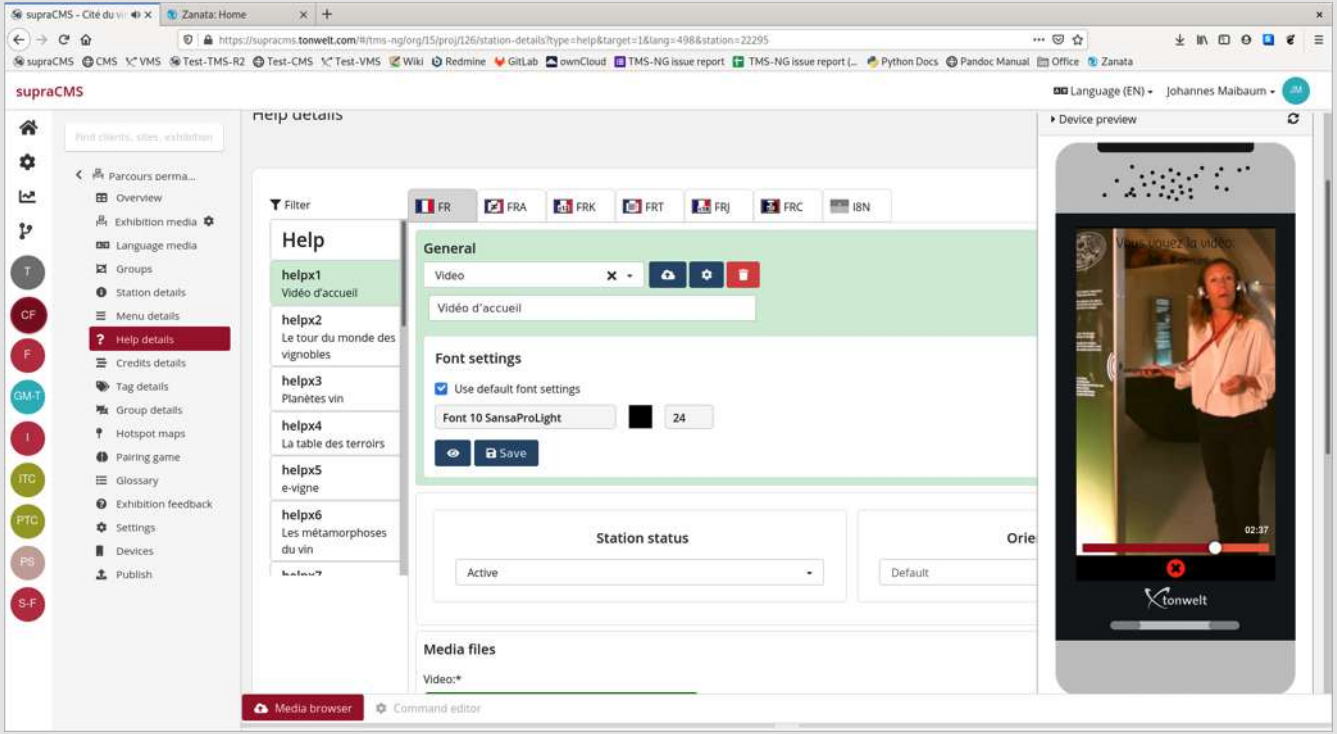
Multi-platform CMS



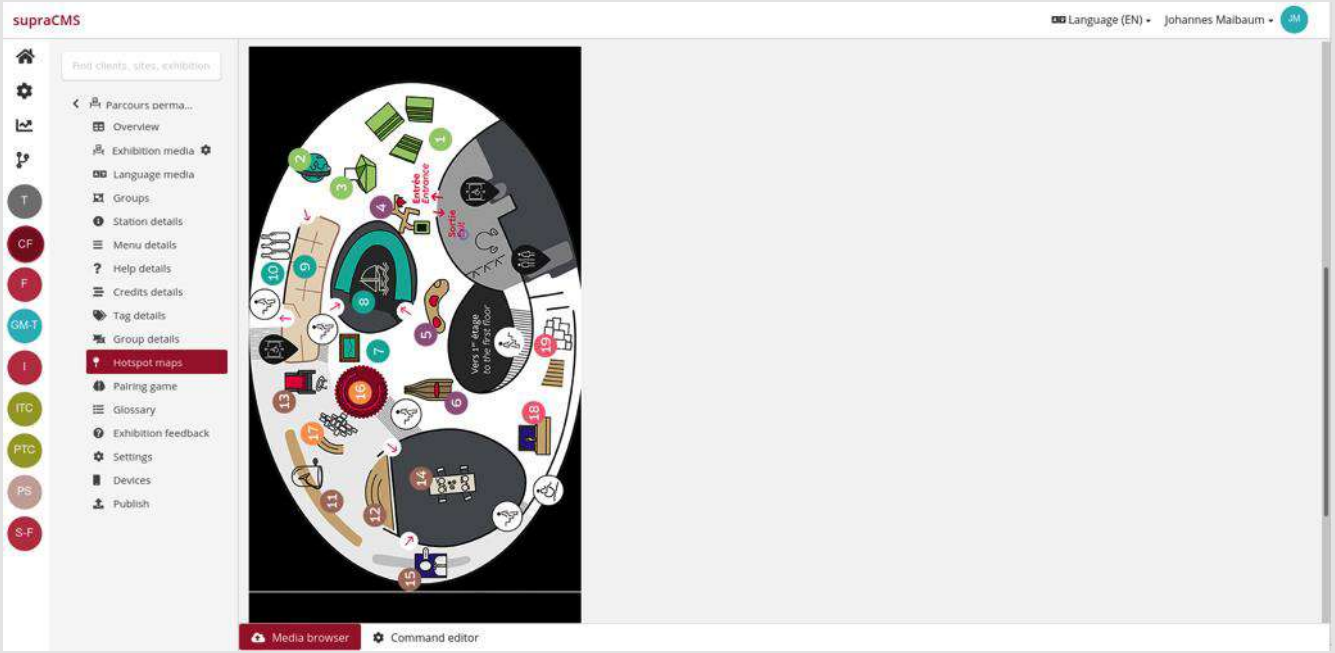
supraCMS
Multi-Platform-Framework

- 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

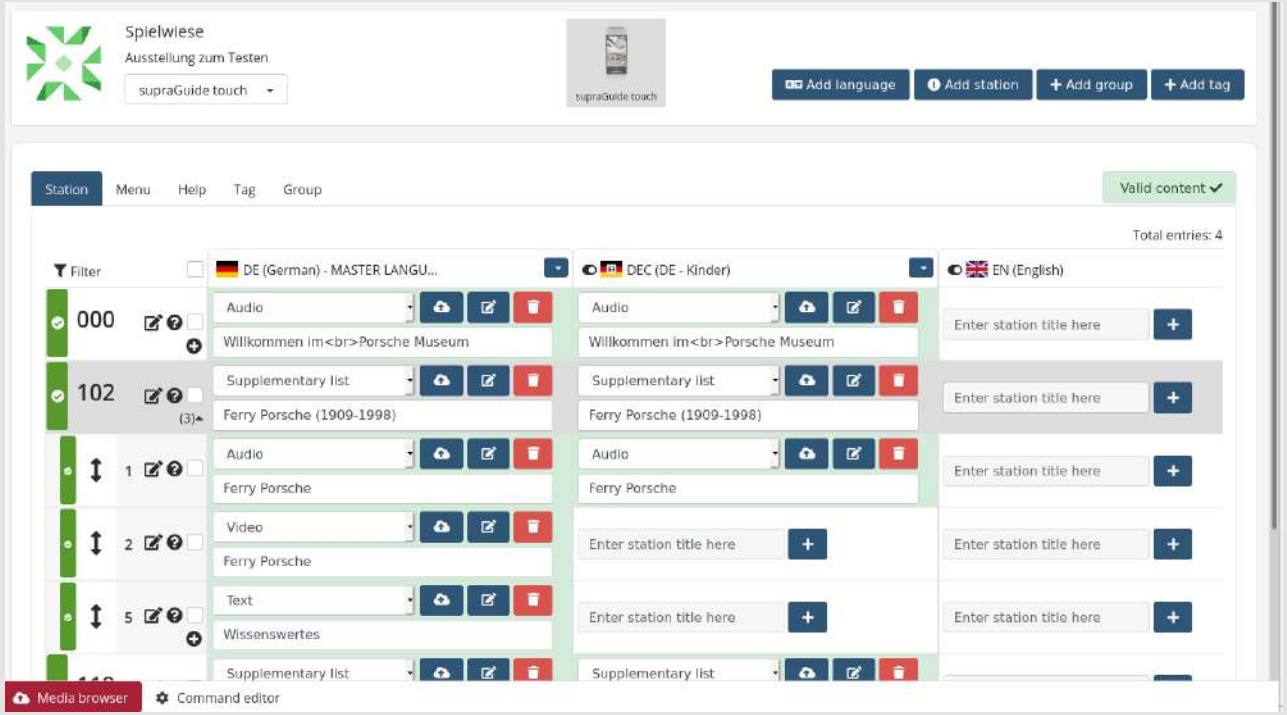
supraCMS
Content Editor



supraCMS
Hot-Spot Editor & Floorplan Editor



supraCMS
POI & article editor



supraCMS
Scene Editor

- Creation of quizzes
- Construction and connection of complexe 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

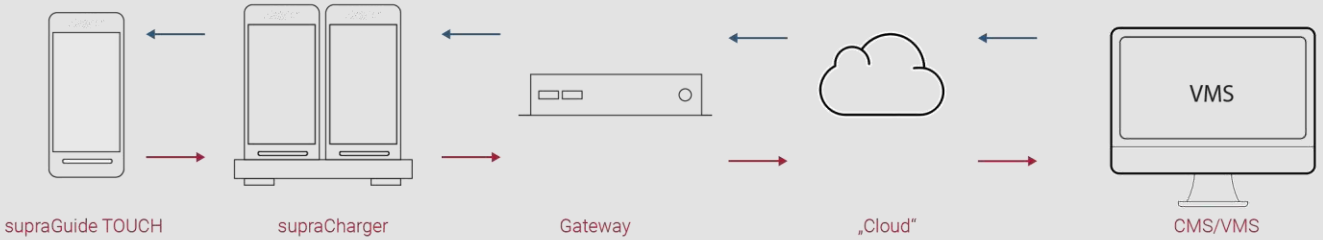
Data transfer: Content & Log Data

4. Content storing & distribution to the multimediaguides

3. Content storing & distribution to the supraCharger

2. Transfer of the content

1. Definition & generation of the content image



1. Generating & saving of log data

2. Transmitting of the log data to the supraCharger

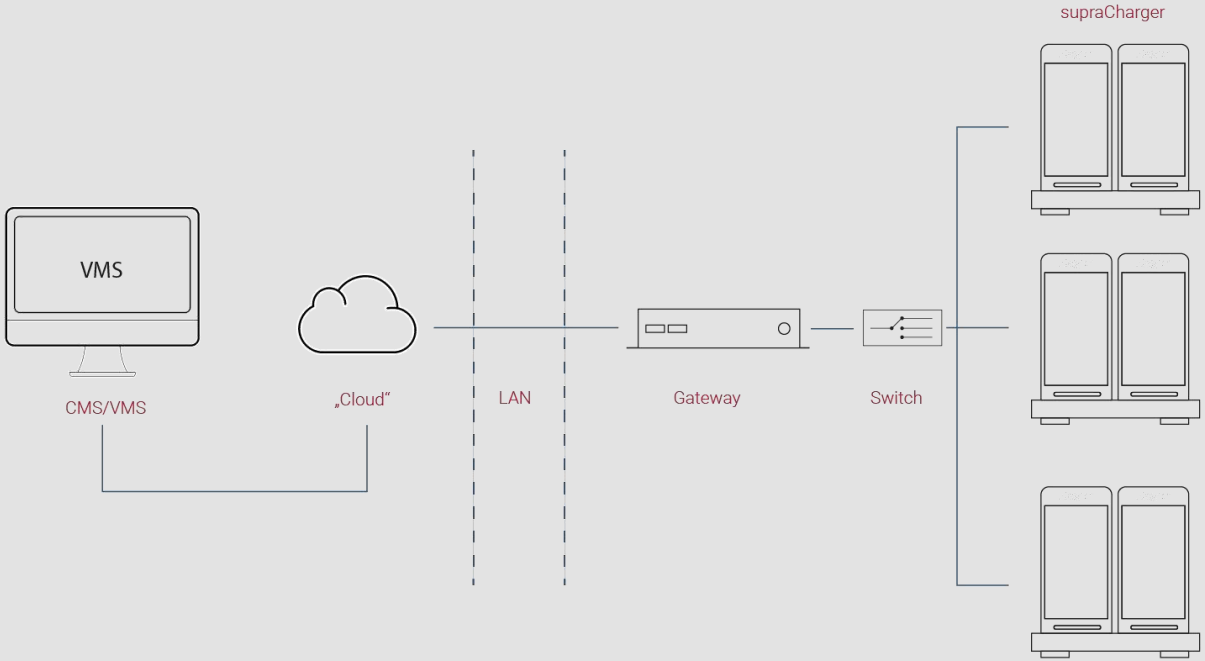
3. Transmitting of log data to the tonwelt Gateway

4. Transmitting of the log data into the tonwelt CMS/VMS cloud system

5. Further processing of the log data

Content upload

Log data



Architecture

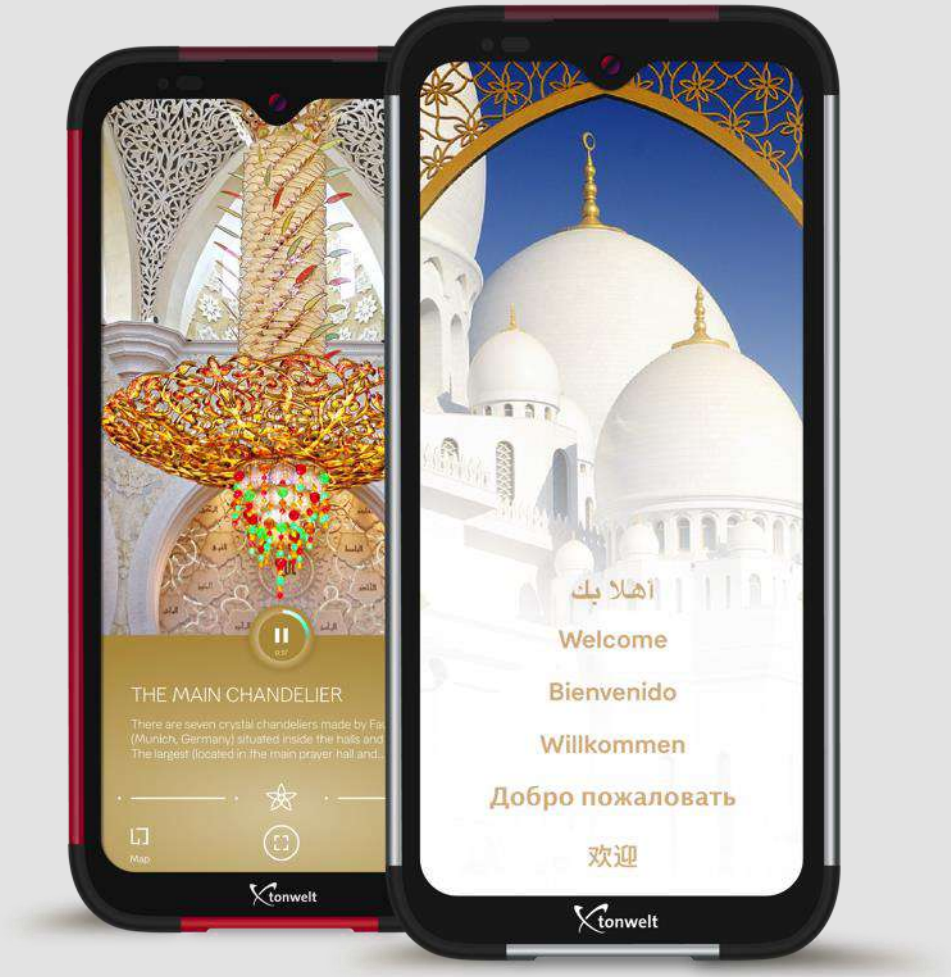
Gateway, Switch and supraCharger form the „tonwelt-network “

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

Interface & Features

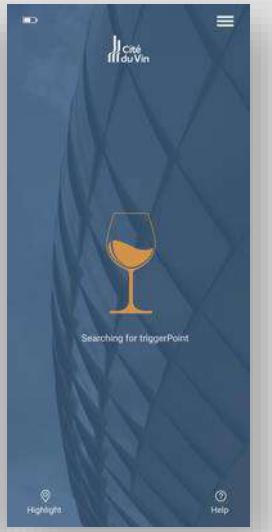
Use Cases
Language Selection Screen

- 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



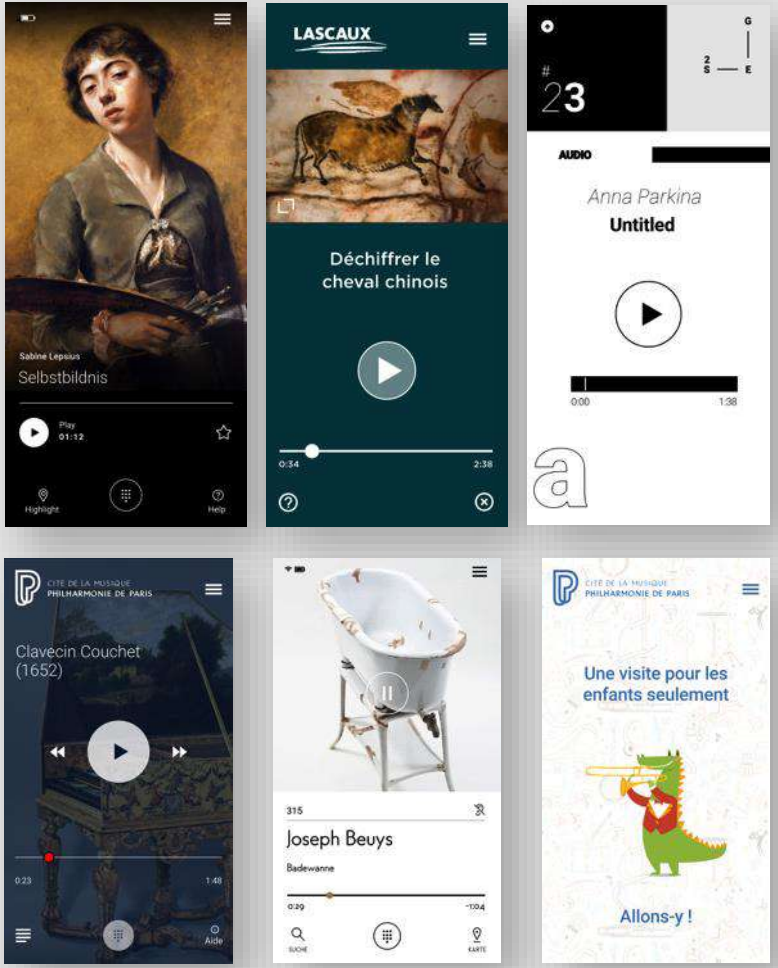
Use Cases
Welcome Screen

- 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, fuctions in the SupraCMS

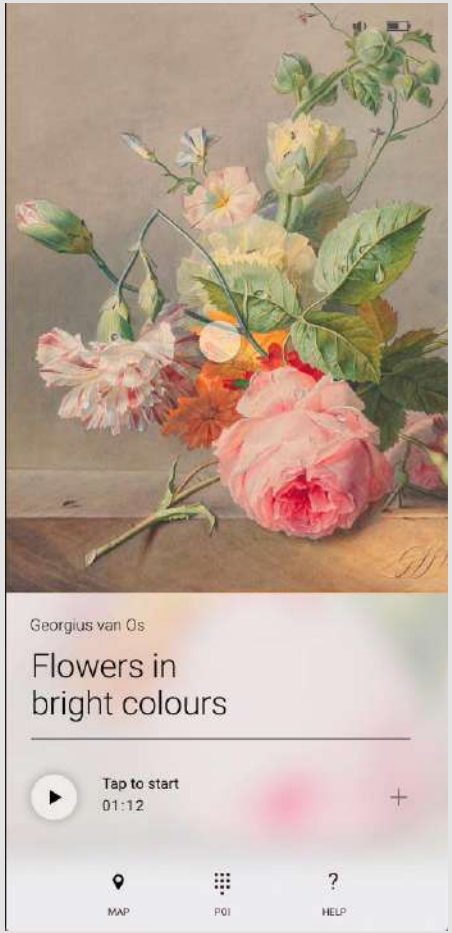


Use Cases
Playback Screen POI

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

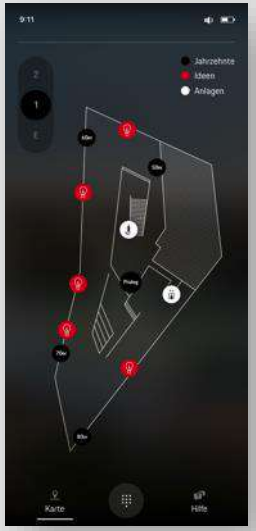
Use Case
Article POI Screen

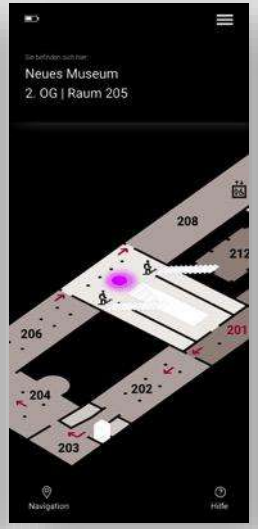
- Creation of beautiful social-media-like poi sets and screens
- Creation of chart-based infos
- Creation of time lines
- Integration of POI-specific pictures, videos, texts, biographies, charts, quizzes, hyperlinks to other POIs or external webpages by webview

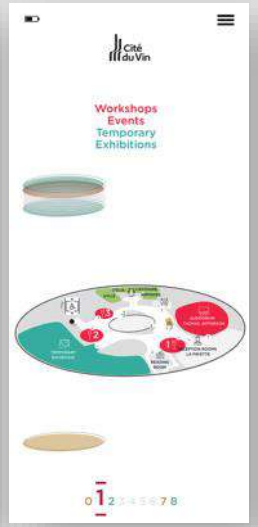


Use Cases
Hyperlinking in Article POIs

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





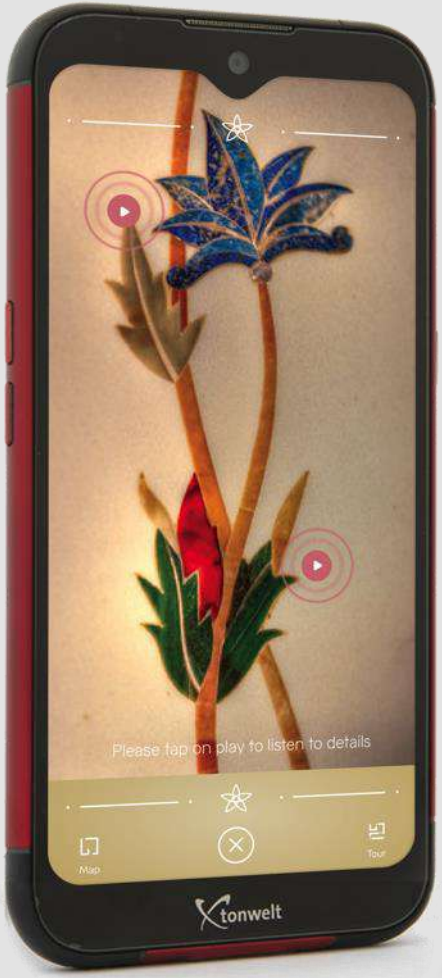


Use Cases
Floorplan Screen

- 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

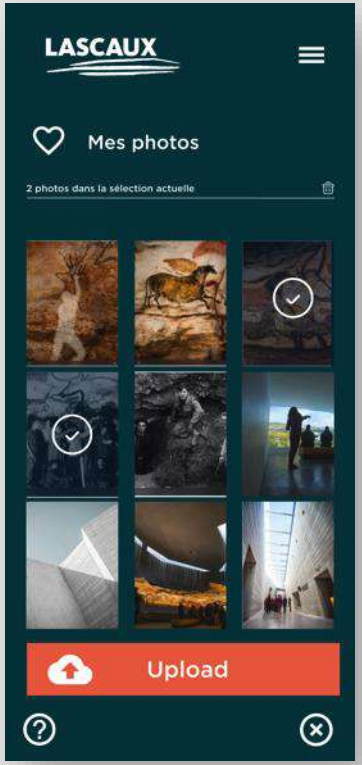


Use Cases
Augmented Reality features

- 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