

AUTOMATIC MUSEUM GUIDE BY LOCATIFY

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OVERVIEW OF THIS DOCUMENT

This document explains how *AUTOMATIC MUSEUM GUIDE* is used with in smartphones, ibeacons and Locatify's Content Management System (CMS) for localization.

1. LOCATIFY AUTOMATIC MUSEUM GUIDE

1.1 Summary of *AUTOMATIC MUSEUM GUIDE APP*

The Automatic Museum Guide is a revolutionary technology for museums. The app empowers museum curators to easily create fully immersive multimedia experiences and engage visitors through navigation, guidance and narration. The Automatic Museum Guide is a simple to use app developed for smartphones and tablets, which detects where visitors are located and plays a corresponding guide when visitors approach pre-set objects (individual exhibits or pieces) by the use of bluetooth technology. The app can be downloaded to visitors devices or loaded to Android devices which the museum can rent or provide to visitors for free. The technology empowers curators and allows visitors to interpret the story with ease as they walk through the museum. Visitors enjoy an unforgettable and rich experience, and museum are empowered through content control and a better understanding of visitor behavior.



2. Locatify development

2.1 Using BLE technology

Indoor Location aware technology: To determine visitor location indoor, Bluetooth Low Energy (BLE) transmitters are placed in the venue. BLE technology is the latest trend for

determination of the location indoor and Locatify has developed a fully functional and tested product on its basis. For more information on BLE beacons see [here](#).

2.2 Automatic Museum Guide App Features

Custom Branded app increases online agency and visibility of brand online

Offline content does not require internet access to operate once the app is installed

Multilingual allowing visitors to listen, watch or read descriptions in various languages

Indoor and Outdoor exhibits supported in one app via BLE beacons and GPS

News and announcements can be delivered to visitors directly through the app

Treasure hunt games support active learning & encourage people to explore the venue

Venue floor maps so visitors know where they are at any time with access to information about objects in different rooms

Custom maps & map markers create a unique user experience & can be laid over Google Maps to monetize the app with advertisement for cafes, shops and other points of interest on the museum map

Coupons to advertise and offer discounts for cafes, shops and other points of interest on the museum map

QR Codes to activate content in very precise locations

Collect visitor's contact details with optional login page

Admin Mode in the app allows staff to follow up on beacon's activation

2.3 Locatify Creator CMS Features

Powerful yet simple to use content management system (CMS) to create, publish and manage in-app content and locations easily and in a time efficient manner.



Cloud based CMS to upload and make changes to in-app content in real-time.

Easily manage in-app text, audio, video, HTML, beacons, exhibits, floor maps, tours, games, coupons, locations and radiuses that trigger content.

View app download reports, analytics and game observer in one place.

2.4 Links

Further information on Locatify website: <https://locatify.com/automatic-museum-guide/>

[The Guardian](#): “The superb audio guide even features [...] technology that identifies where you are in the museum and triggers playback accordingly.”