



EXPLORE
**A Gaming and Guiding System for
Museum and Exhibition Environments**

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Explore.



EXPLORE Project Objective

- To develop a **location-sensitive, interactive, guiding, infotainment and entertaining system** for museum environments
- Locating and communication based on Bluetooth
- Terminal device is visitor's own mobile phone



Interests of museums

- To raise attendance and attractiveness of museums and cultural exhibitions, especially among the youngsters.
- Providing new media for providing information on items
- Offering multi-lingual experiences thus offering better service for foreign exhibition visitors.
- Enabling the networking of European museums through Internet and between museum visitors

Project Consortium

- Nitro FX Oy, Finland
- ProcessWare GmbH, Germany
- Profium Oy, Finland,
- Experimentarium, Denmark
- City of Tampere, Rupriikki, Finland - trial site
- Tito Balestra Foundation, Italy - trial site
- VTT Industrial Systems, Finland
- Fraunhofer Gesellschaft/ISST, Germany

- Project co-sponsored by the European Commission, CRAFT-programme
- Duration: 1.2.2004-31.10.2005

EXPLORE-system concept

- In the museum a network of Bluetooth access points is installed
- An application is installed in the visitor's mobile phone
- Content is dynamically downloaded during museum visit
- Positioning and communication through Bluetooth
- Different experiences: virtual guide, games (trivia), information about museum
- Information for different age groups, interest groups, language
- Internet portal (registration, customer binding)

Trial Sites

Finland, Tampere:

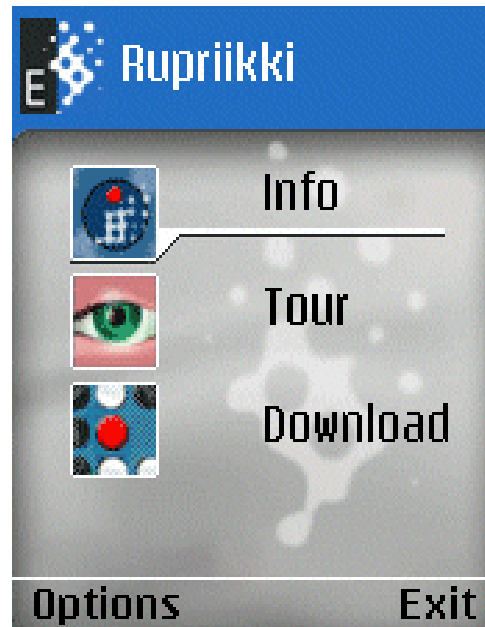
- Media Museum Rupriikki, located in historical Kuusvooninkinen building
- Content:
 - old factory history and building elements
 - media museum

Italy, Longiano:

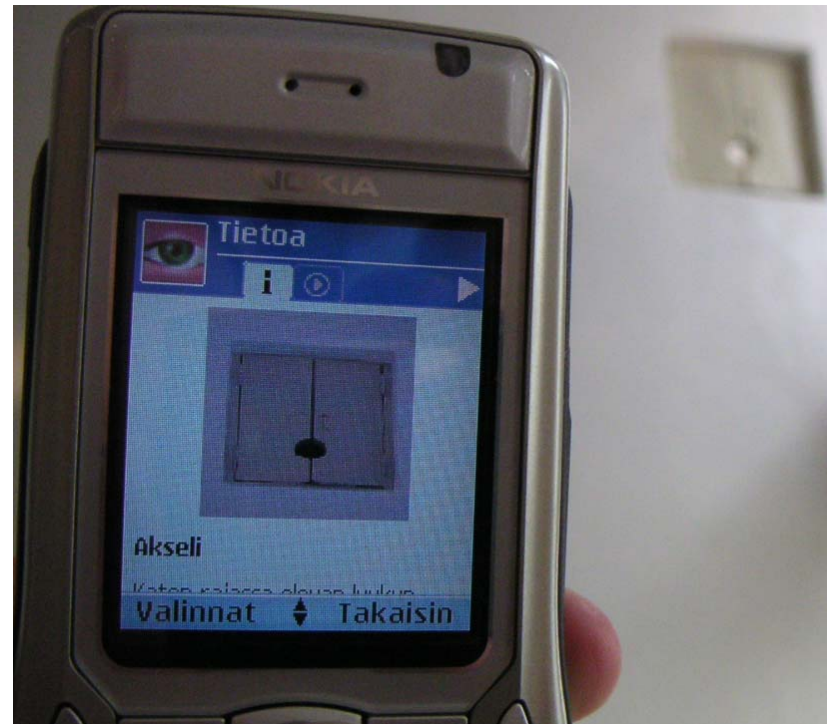
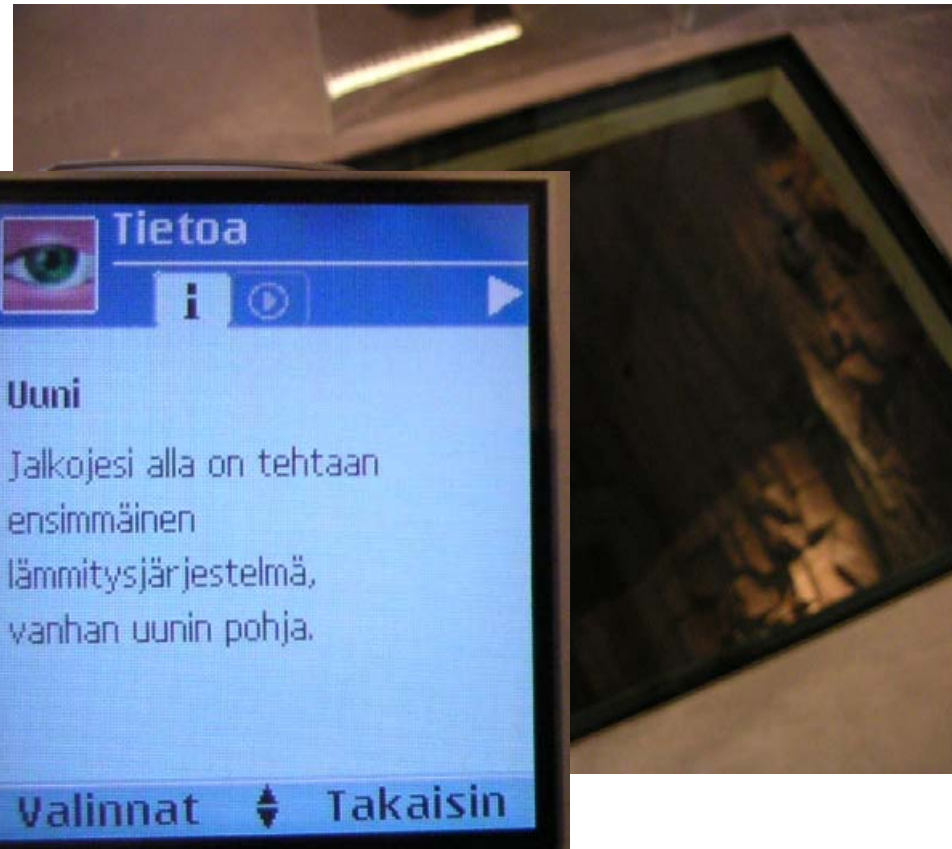
- foundation Tito Balestra in Longiano
- large collection of 20th century art
- located in medieval castle

EXPLORE application on mobile phone

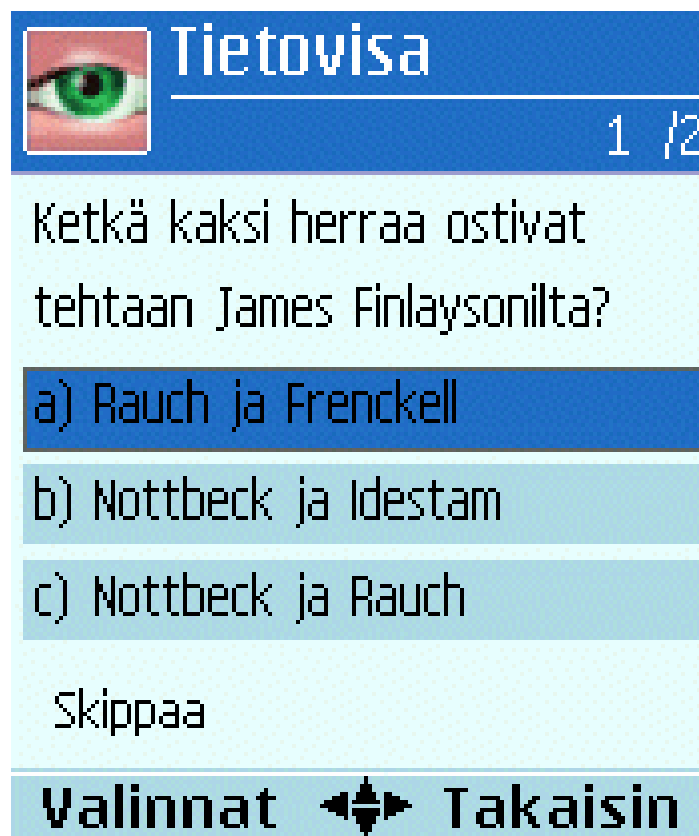
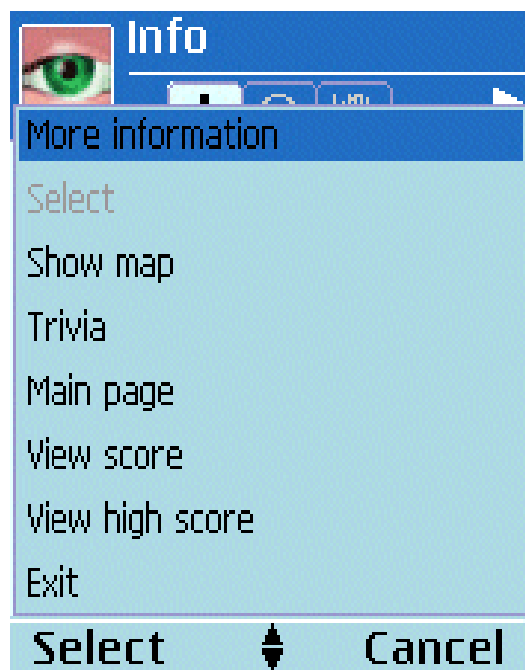
- Installed at the mobile phone at entry of visit
 - automatic transfer of application when phone is kept near to access point
- Explore guides visitor and retrieves dynamically location-.sensitive information
- Developed for Symbian phones with Series 60 platform



Location-sensitive information



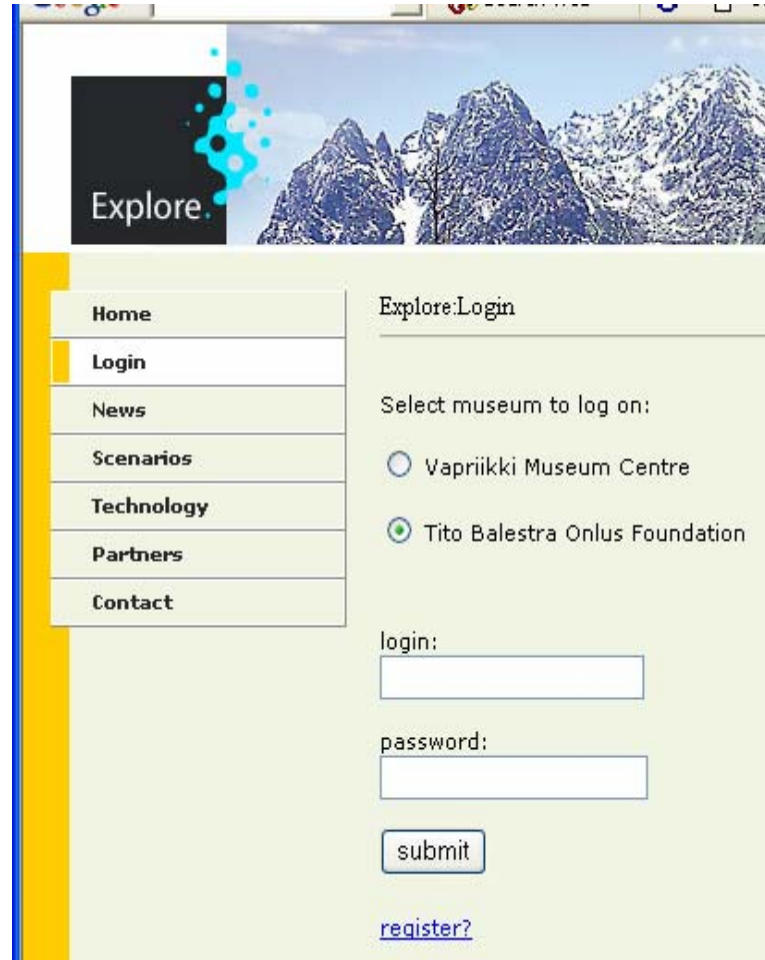
Game: Trivia



EXPLORE Internet Portal

www.explore-museums.com

- Purpose:
 - Improve customer relations
 - Development of internet museum community
- Functionalities:
 - profile creation and management



Explore

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Explore.Login

Select museum to log on:

Vapriikki Museum Centre

Tito Balestra Onlus Foundation

login:

password:

submit

[register?](#)

Design of Content for Explore system

- Purpose: easy-to-use tool for exhibition designer to develop content
- Web based wizard

