



Explore culture in new ways

Best practices for apps, media guides &
digital visitor experiences

fluxguide

fluxguide

We create individual visitor experiences and develop new ways of digital knowledge transfer worldwide.

For more than fifteen years we have been designing innovative apps in the fields of museum, smart city, outdoor as well as tourism and are engaged in research and development.

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**Apps &
Media Guides**

**Collection
Explorer**

**Exhibition
Installations**

**Learning Platforms &
Gamified Education**

**Workshops &
Consulting**



PHOTO: WIEN MUSEUM

Qantas Founders Museum

LONGREACH, AUSTRALIA

The multimedia guide brings to life the fascinating story of the world's second-oldest airline. Immersive VR tours invite visitors to step inside legendary aircraft, ensuring an engaging and accessible experience for everyone. Through interactive AR experiences, guests become aircraft designers themselves or explore the wonders of aviation technology in a vivid and playful way.

Digital
Accessibility

Augmented
Reality

Virtual Reality

Multimedia Tours



More about the project



Louvre Abu Dhabi

ABU DHABI, UNITED ARAB EMIRATES

We transformed the online collection of the Louvre Abu Dhabi into a digital experience. We integrated MuseumPlus – the existing collection management system (from our partner zetcom) – as a data source. This makes the museum's daily work much easier. Filter options and different views give visitors new insights into the broad collection of art.

**Collection
Explorer**

**MuseumPlus
Integration**

**Web
Platform**

Filters & Search



More about the project

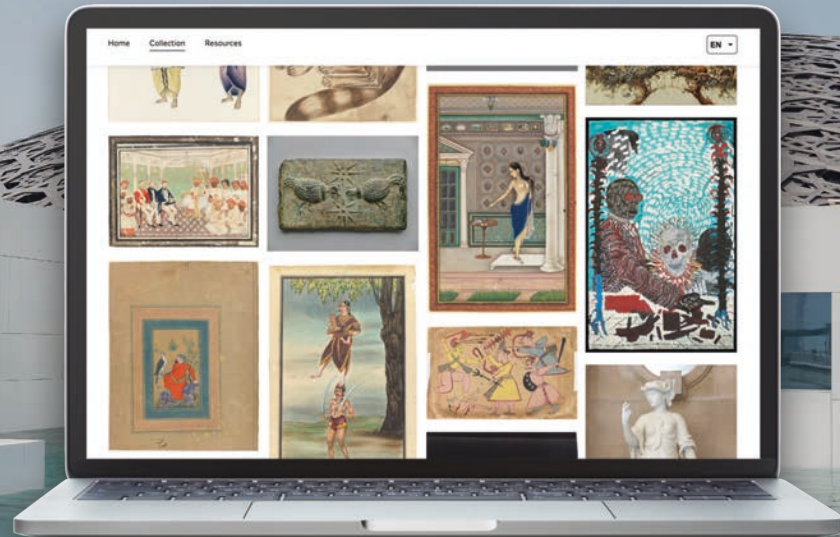


PHOTO: UNSPLASH

Archaeological State Collection

MUNICH, GERMANY

With the 'Game of the Snake', we have developed an entertaining augmented reality game for the ASC. Visitors are guided by AR snake 'Sisssi' through nine stations of the collection and have to solve historical puzzles and tasks. In the process, they learn more about archaeological artefacts and contexts in a fun way.



[More about the project](#)

**Augmented
Reality**

**Concept &
Storytelling**

Gamification

**Avatar based
Storytelling**



PHOTO: FLUXGUIDE

Kennedy Space Center

ORLANDO, FLORIDA

fluxguide tells the NASA story. Multimedia, context-sensitive and in 14 languages. Augmented reality brings space shuttles to life, maps provide orientation. In cinemas, visitors listen to the movies in their own language. All via app on mobile guides. A unique learning mode enables new ways of teaching for school classes.

**Multimedia
Tours**

**Context-
sensitive**

**Augmented
Reality**

**Learning Experiences
for School Classes**



More about the project



Breckenridge Tourism Center

BRECKENRIDGE, USA

We developed a compact outdoor app for Breckenridge, a popular tourist region in Colorado (US). Tour tips, GPS maps and transit information provide visitors with all the important information they need. Needs-based functionality and smart automations in the CMS guarantees uncomplicated handling of the app on the customer side.

Outdoor App

GPS
Maps

Customized CMS

Widgets &
Tips



More about the project

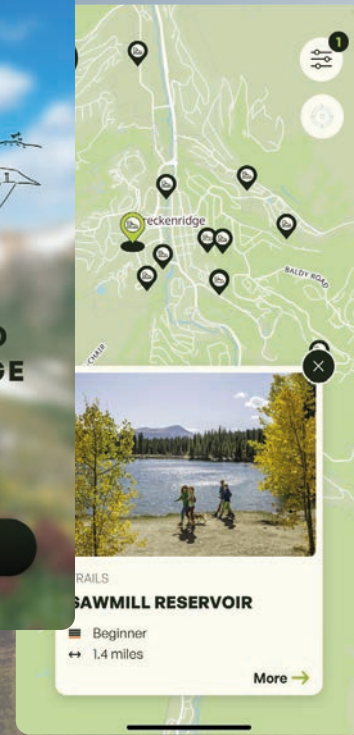


PHOTO: FREEPIK

Deutsches Museum

MUNICH, GERMANY

Visitors receive curated tours or compile their own individual tour. Indoor positioning and a dynamic display of nearby objects help with orientation. The app offers extensive personalization options such as avatar selection, selection for light or dark app design, listing of memorized exhibits and exhibitions.

Audio- &
Multimedia Guide

Near-Me-Modus

Personalization

Indoor
Positioning



More about the project

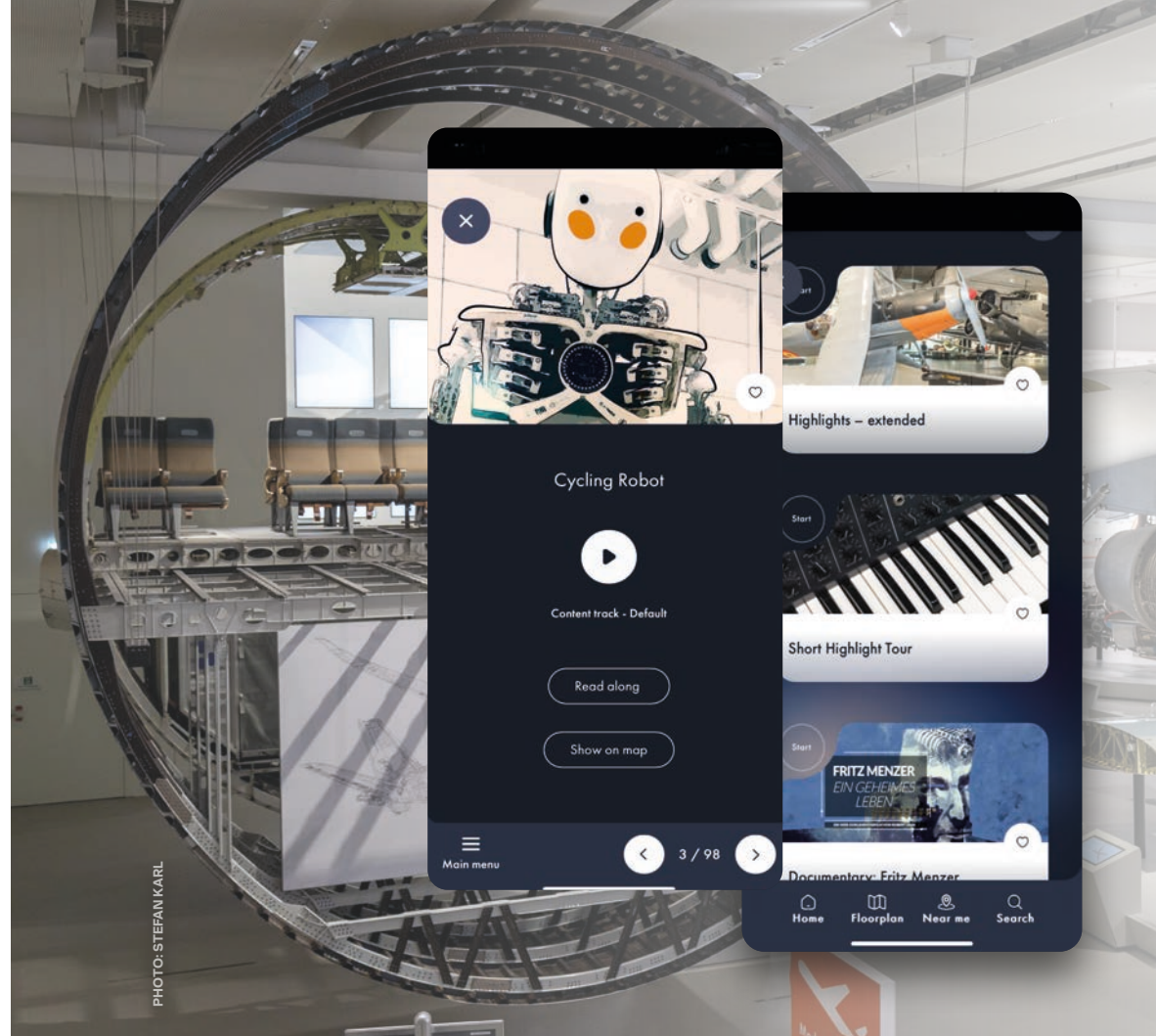
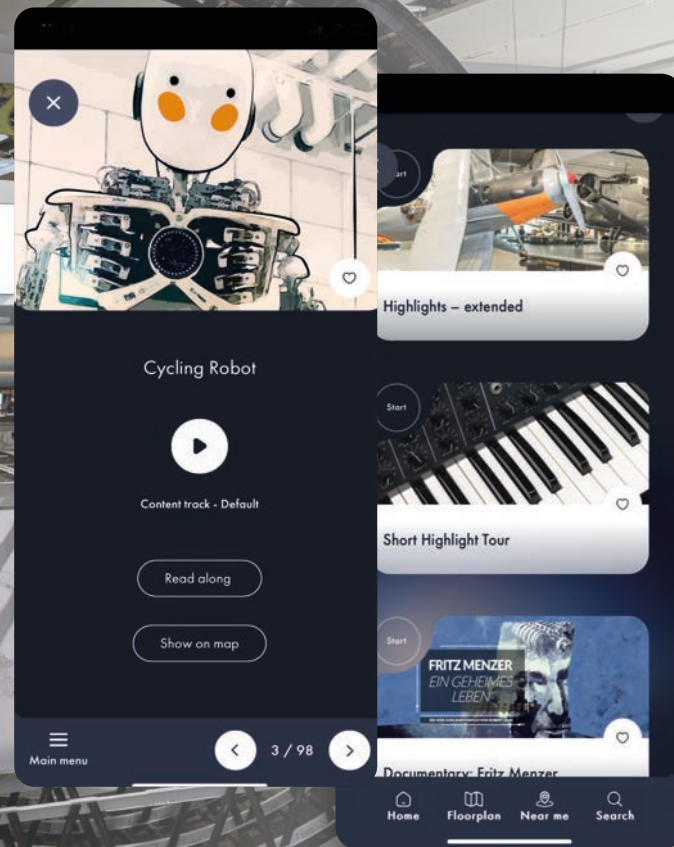


PHOTO: STEFAN KARL



Museum Reinhard Ernst

WIESBADEN, GERMANY

fluxguide developed a digital art education concept for the new Reinhard Ernst Museum, from the didactic preparation to the actual realisation of the space. The result is the so-called 'colour laboratory', in which school classes and young visitors in particular can discover the world of abstract art interactively at six different stations.



More about the project

**Digital
Creativity Room**

**Gamified
Education**

Touchscreen

Art Mediation



PHOTO: MRE ROBERT LICHTENBERG

Ozeaneum

STRALSUND, GERMANY

Avatar Walfred accompanies visitors along digital spots in the museum in a chat format. A daily updated overview shows all events, guided tours, feeding times and activities and can be notified in time via push alert. 360° views and maps help with orientation.

Avatar based
Storytelling

iBeacon
Touch

Gamification &
Reward System

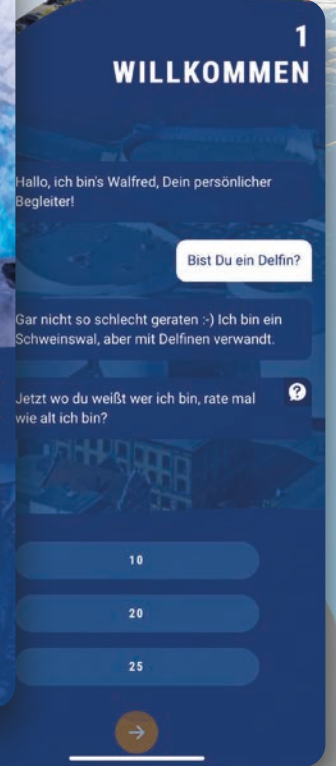
Push Notifications



More about the project



PHOTO: ANKE NEUMEISTER, DEUTSCHES MEERESMUSEUM



Deutsche Bahn Museum

NUREMBERG, GERMANY

The media guide transforms a visit to the DB Museum into an interactive experience for railway enthusiasts of all ages. Guided tours, quizzes and 360° images immerse visitors in the history of the railway. One highlight is the encounter with the steam locomotive legend „Adler“, which comes to life through AR and even travels through your own living room.

Audio &
Multimediaguide

360° Images

Augmented
Reality

Learning Experiences
for Children



More about the project



Museum Koenig Bonn

BONN, GERMANY

Discover Nature Online (NEO) is a digital learning platform designed to convey museum content to children and young people: quizzes, search pictures, memory games and matching tasks await the young explorers, who can go on an expedition together with the Koenigs or create new species in a fantasy world.

Digital Learning

Interactive Games
& Quizzes

Image
Generator

Learning
for Children



More about the project



Natural History Museum

ST. GALLEN, SWITZERLAND

By touching knowledge spots (iBeacons), multimedia content about the exhibition is shown in 'Knowledge' mode. The 'Play' mode offers adventure trails, interactive tasks, games and a diploma for skilled naturalists. The highlight of the app is the extension of a real relief in the exhibition with a superimposed AR information layer.

**Audio- &
Multimedia Guide**

**Gamified
Education**

**iBeacon
Touch**

**Micro Content &
Micro Learning**



More about the project

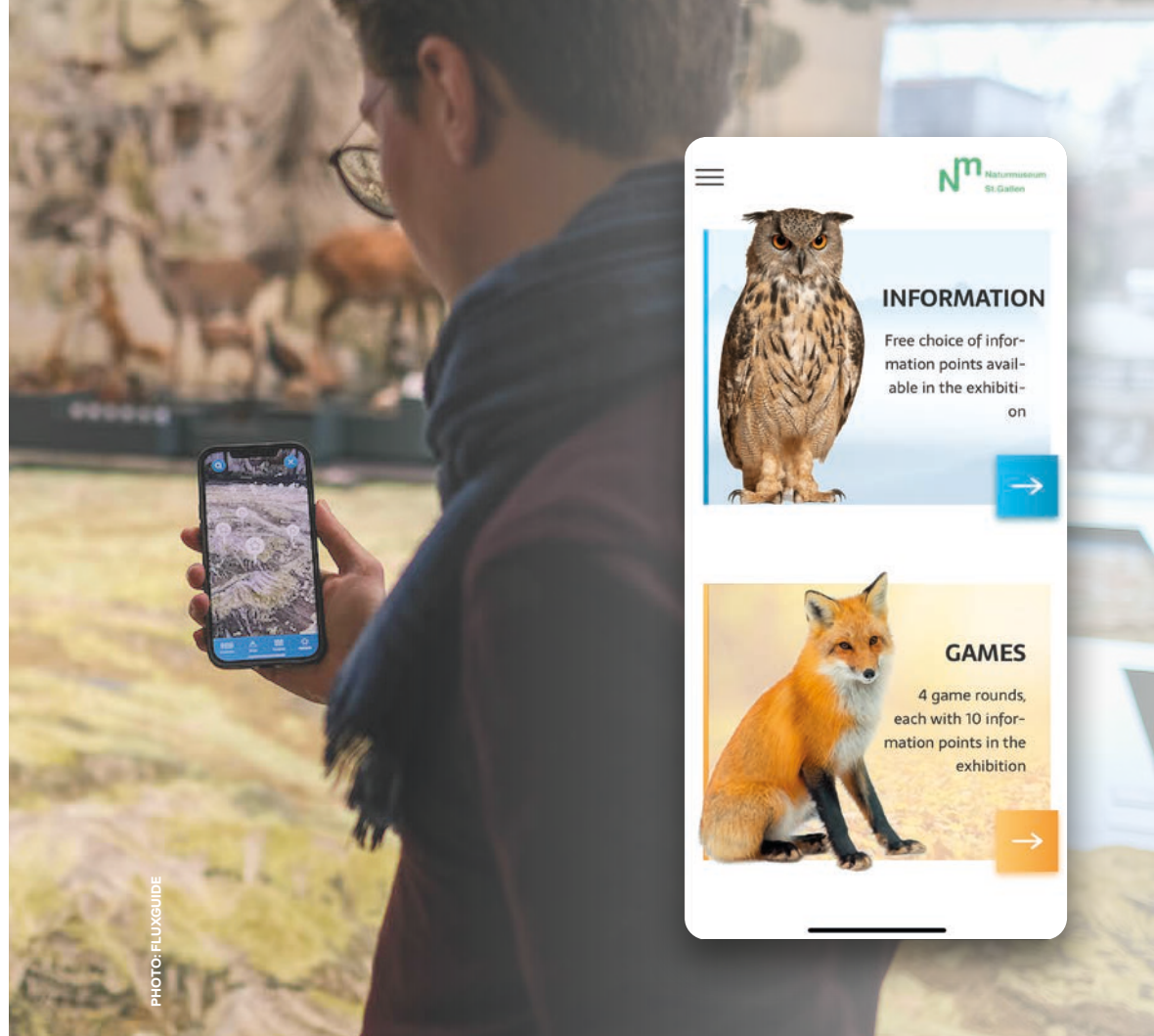
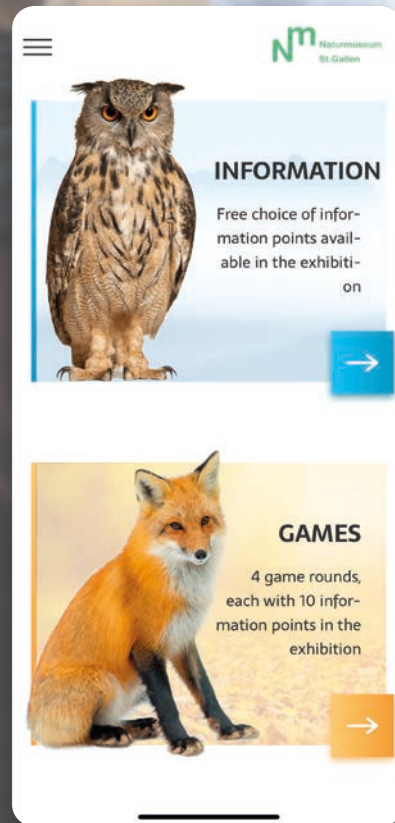


PHOTO: FLUXGUIDE



Maxi and the time machine

CITY OF WIENER NEUSTADT, AUSTRIA

In this cooperation with the Viennese publishing house Edition5haus, users explore the history of Wiener Neustadt in a playful way. Together with the time traveller 'Maxi' and her companion the rabbit, they solve various tasks and help Maxi repair her broken time machine. Quizzes and puzzles address different aspects of the city's history.

Outdoor &
Tourism

Avatar based
Storytelling

Interactive Puzzles
& Quizzes

GPS and
Geofencing

Push Notifications



More about the project



Wien Museum

VIENNA, AUSTRIA

A simple QR code scan gives visitors direct access to in-depth content on over 100 objects in the new permanent exhibition. The app enables themed tours and information in several languages. A special feature is that you can create personalized audio playlists. You can listen to it from anywhere and share it with friends.

**Mediaguide &
Website**

**QR Code
Scan**

**Gamified
Education**

**Multilingual &
Accessibility**



More about the project



PHOTO: WIEN MUSEUM

Würth Collection

GERMANY

The app as a personal companion for all museum locations of the Würth Group. In addition to the multimedia tour, the app offers service information and a special „globe experience“: Go on a virtual trip around the world with Reinhold Würth and learn more about the milestones from the life of the entrepreneur.



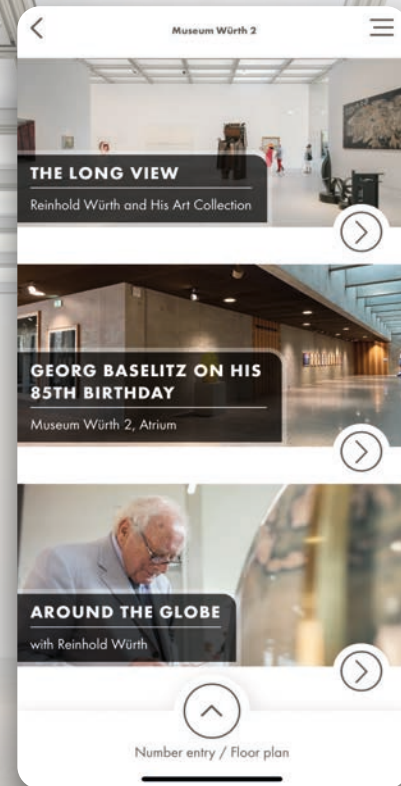
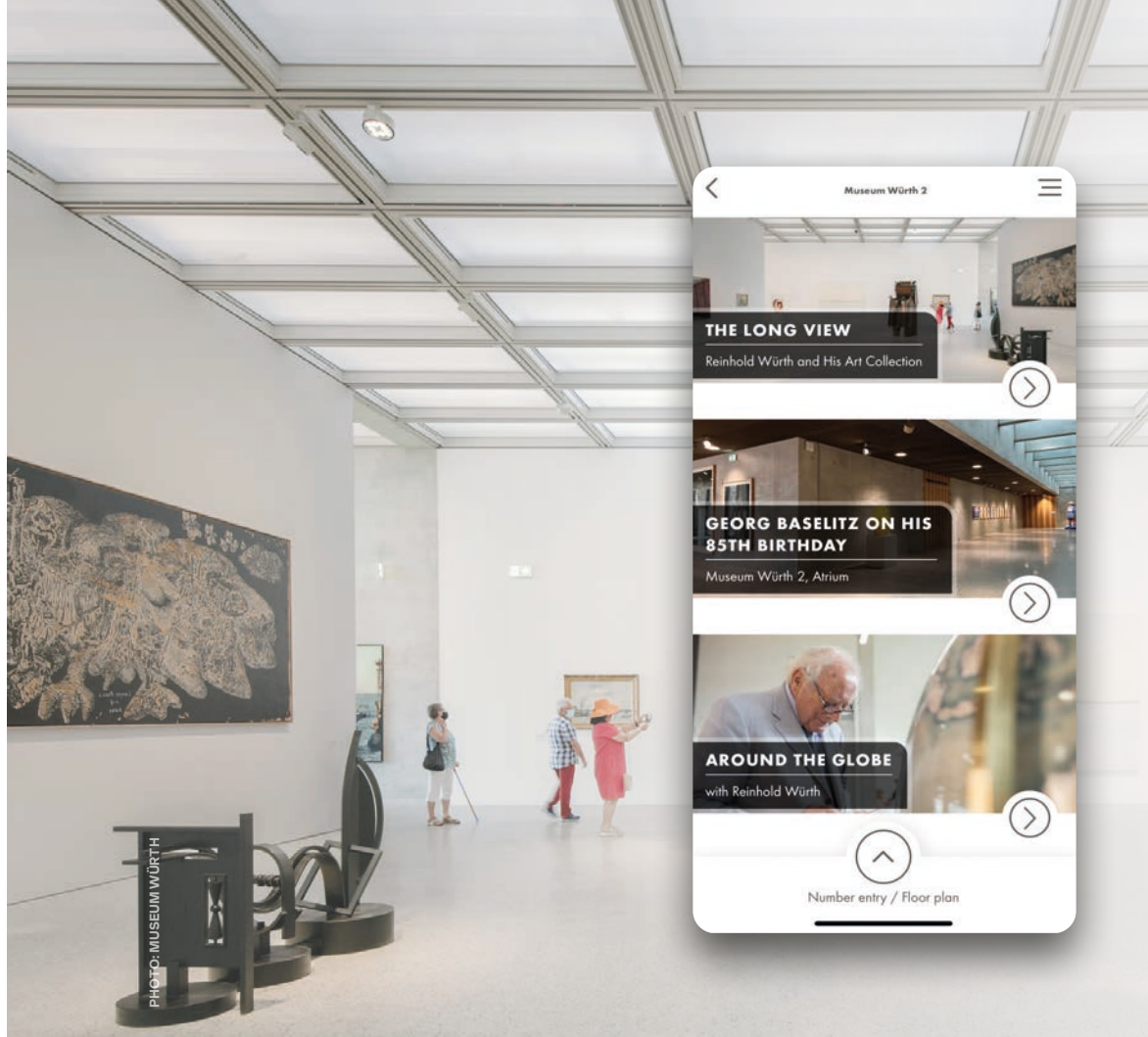
More about the project

Audio &
Multimedia Guide

Multiple
Venues

Indoor & Outdoor
Navigation

Globus Experience



Deutsches Bergbau-Museum

BOCHUM, GERMANY

Students, families and groups are sent on an interactive learning journey in the museum via app: Multimedia guide, learning platform, dialogic storytelling, and mini-games. For a holistic visitor experience, additional digital remote offerings are available before and after the visit.

Audio &
Multimedia Guide

Interactive
Storytelling

Multilingual &
Accessible

Learning Experiences
for School Classes



More about the project



Technology partner for R&D projects

Thank to our cooperation with universities and companies in international research projects, we are always at the cutting edge with innovative technological and conceptual development. In many areas, we have been able to establish ourselves as a global first mover, e.g. when it comes to enabling visitor participation through mobile technologies, using augmented reality in public spaces, collecting data on the move, or advancing participation of school classes with the latest educational technology.

Digital Storytelling

**Data Visualization
& Exploration**

Prototyping

**Piloting
& Evaluation**

**Dissemination
& Exploitation**



PHOTO: FLUXGUIDE/EXTRAPLAN

Workshops, Consulting & Planning

Planning is key. Therefore we have developed a unique workshop format for digital innovations in the museum.

Together, we explore the possibilities of new technologies for the exhibition space and beyond. Using proven methods and expertise from the field, we design tomorrow's visitor experiences with you. This also includes time and budget planning, as well as preparation for tenders.

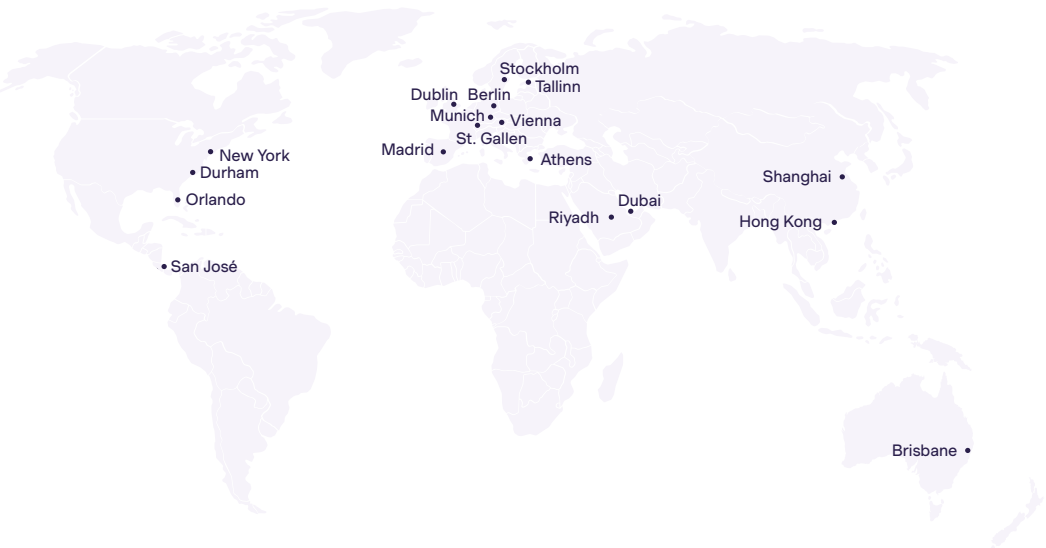
**Storytelling &
Design Thinking**

**Detailed Concept &
Prototype**

**Time &
Budget Plan**

**User Concept
Development**





fluxguide – digital visitor experiences worldwide

Kennedy Space Center (USA)

Union Pacific Railroad Museum (USA)

Louvre Abu Dhabi (Saudi Arabia)

Arvo Pärt Centre (Estonia)

Action Mental Health (Ireland)

Sammlung Würth (Italy, Spain, France,

Norway, Denmark, Netherlands)

Qantas Fonders Museum (Australia)

Deutsches Museum (Germany)

Deutsche Bahn Museum (Germany)

Stiftung Preußische Schlösser & Gärten Berlin

Brandenburg (Germany)

Mozart Museum (Austria)

Wien Museum (Austria)

Natural History Museum St. Gallen (Switzerland)

Museum Rietberg (Switzerland)