



# fluxguide

Digital Visitor Experiences



PHOTO: WIEN MUSEUM

## We bring knowledge to life.

As a specialized software partner and digital agency, we support museums and cultural institutions in transforming content into innovative digital visitor experiences. For almost 15 years, we have been developing high-quality digital solutions – from intelligent media guides to immersive experiences with mixed reality, gamification, and storytelling. In this way, we make culture and knowledge accessible worldwide and create digital experiences that truly resonate and stay with audiences long after their visit.

# Deutsches Museum Munich

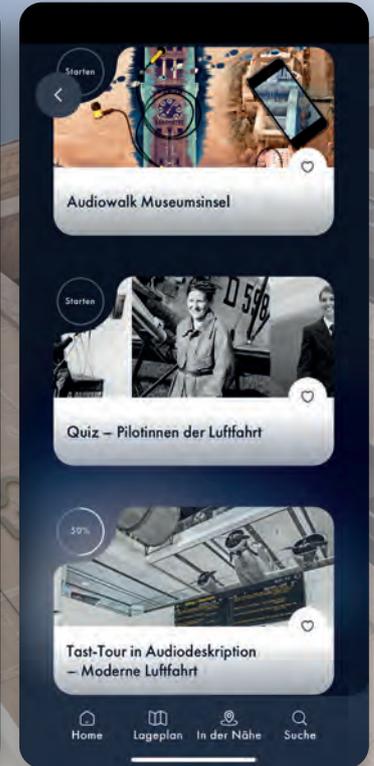
DIGITAL GUIDE / MIXED REALITY

This comprehensive guide unveils one of the world's largest science and technology museums. A variety of tours take visitors through the extensive grounds. An interactive map and a location-based display of nearby objects provide an overview. Augmented reality brings selected exhibits to life, making complex technical concepts easy to understand. The digital experience is enhanced with gamification, personalisation options, and accessible content.

/ Personalization

/ Augmented Reality

/ Indoor-Positioning & Near-Me-Mode



# Archeological State Collection Munich

## MIXED REALITY

To get young visitors excited about archaeology, we developed the augmented reality (AR) game „Game of the Snake“. Accompanied by the virtual snake Sissii, players explore nine stations, solve puzzles and discover archaeological history in a fun way. We came up with the storyline and characters, and created all the digital content for the game, including 3D scans and photogrammetric models of real exhibits, as well as virtual scenes and interactive stage design.

- / Augmented Reality
- / Avatar-based Storytelling
- / Gamification



# BMW Museum

## DIGITAL GUIDE

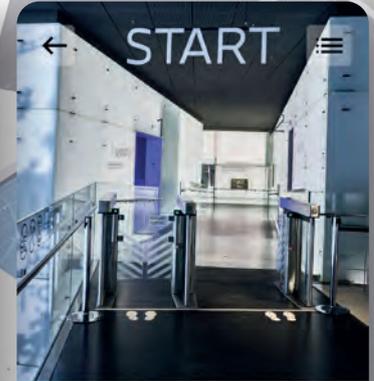
With its browser-based DigiTour, fluxguide has developed a contemporary digital guide for the BMW Museum in Munich that makes it particularly easy to get started with the exhibition. By scanning a QR code, visitors are immediately immersed in the history and brand world of BMW. The family tour features specially developed gamification elements to help young car enthusiasts learn more, while content written in simple language enables barrier-free access for all visitors.

- / Web App
- / Gamification
- / Multimedia Tours



### Erstes BMW Automobil.

Der Kleinwagen vom Typ  
BMW 3/15 PS DA 2 ist 1929  
das erste Automobil der  
Bayerischen Motoren Werke,  
das in Serie geht.



Erster Stop:

### BMW 3/15 PS DA 2 Limousine



Begeben Sie sich  
in **Raum 2** - Erste  
Schritte.

In Karte  
anzeigen

Weiter



# Qantas Founders Museum

DIGITAL GUIDE / MIXED REALITY

The guide brings the fascinating history of the world's second-oldest airline to life. Immersive virtual reality tours allow visitors to explore legendary aircraft, such as the Boeing 747, from the inside, and make hard-to-reach exhibits accessible to visitors with limited mobility. Guests can also become aircraft designers and discover the wonders of aviation technology.

- / Accessibility
- / Augmented Reality
- / Virtual Reality



# City of Landshut

DIGITAL GUIDE / MIXED REALITY

The „Landshut Time Machine“ guide takes visitors on a journey through the history of the city and region of Landshut. Visitors can either join a guided tour or opt for free play mode. As they explore historical locations and sites, the app brings their stories to life through video avatars, talking portraits, AR scenes, 360° images, and detailed 3D objects. Selected content can also be explored on the accompanying website.

/ Augmented Reality  
/ 3D Object Viewer  
/ Gamification

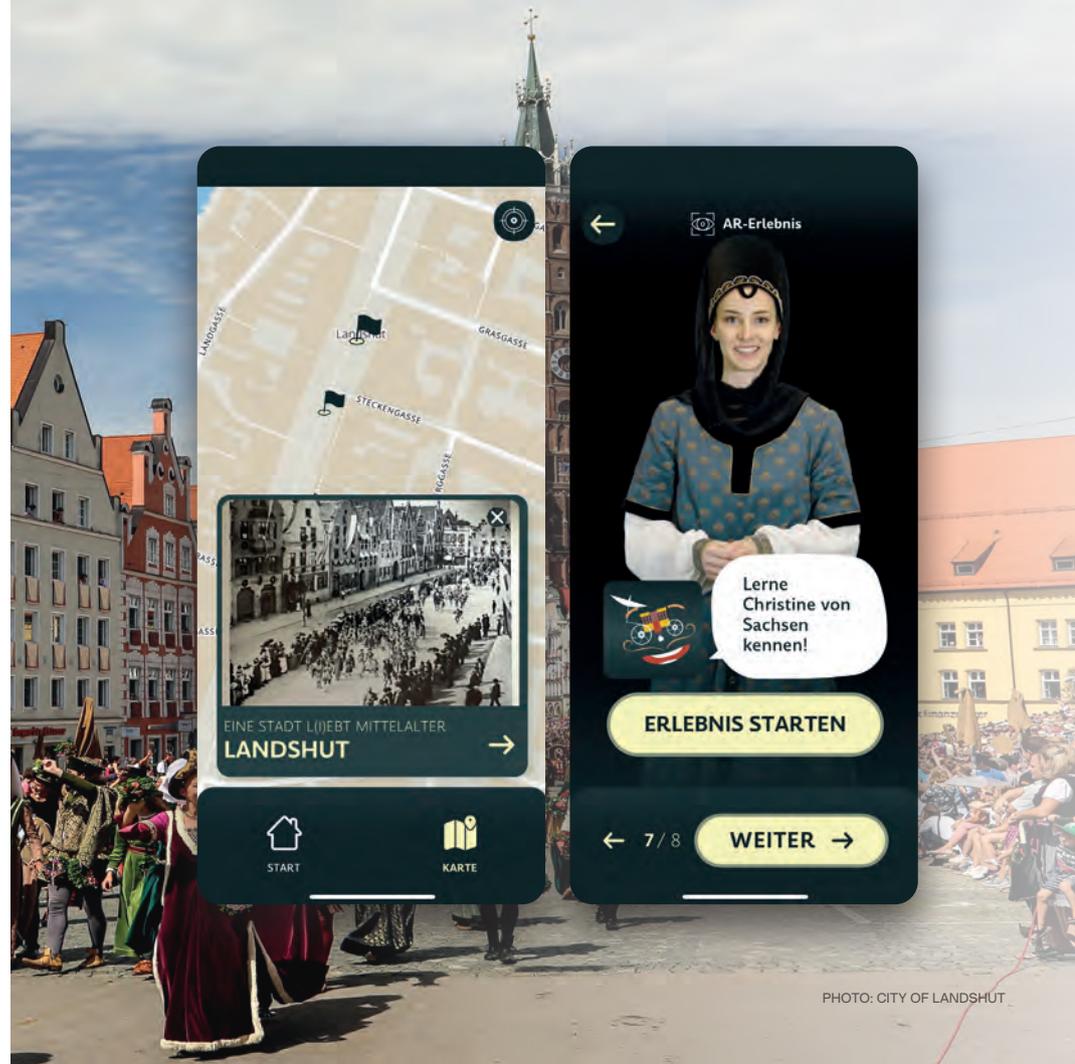


PHOTO: CITY OF LANDSHUT

# City of Wiener Neustadt

## DIGITAL GUIDE

In collaboration with publisher Edition5haus, we developed an entertaining city tour that brings the history of Wiener Neustadt to life. In the app „Maxi & the Time Machine“, visitors join time traveller Maxi and her rabbit companion on an exciting journey through the city's history. By solving puzzles and answering quizzes, they help Maxi repair her broken time machine while exploring the city.

- / Avatar-based Storytelling
- / Push Notifications
- / Gamification



# Wien Museum

## DIGITAL GUIDE

Our app for the Vienna Museum allows visitors to conveniently discover over 100 objects in the new permanent exhibition by scanning QR codes. The digital guide offers themed tours, multilingual information, and accessible content. One particularly noteworthy feature is the ability to create personalised audio playlists to listen to during or after the visit, which can then be shared with friends.

- / Web App
- / Accessibility
- / Personalization

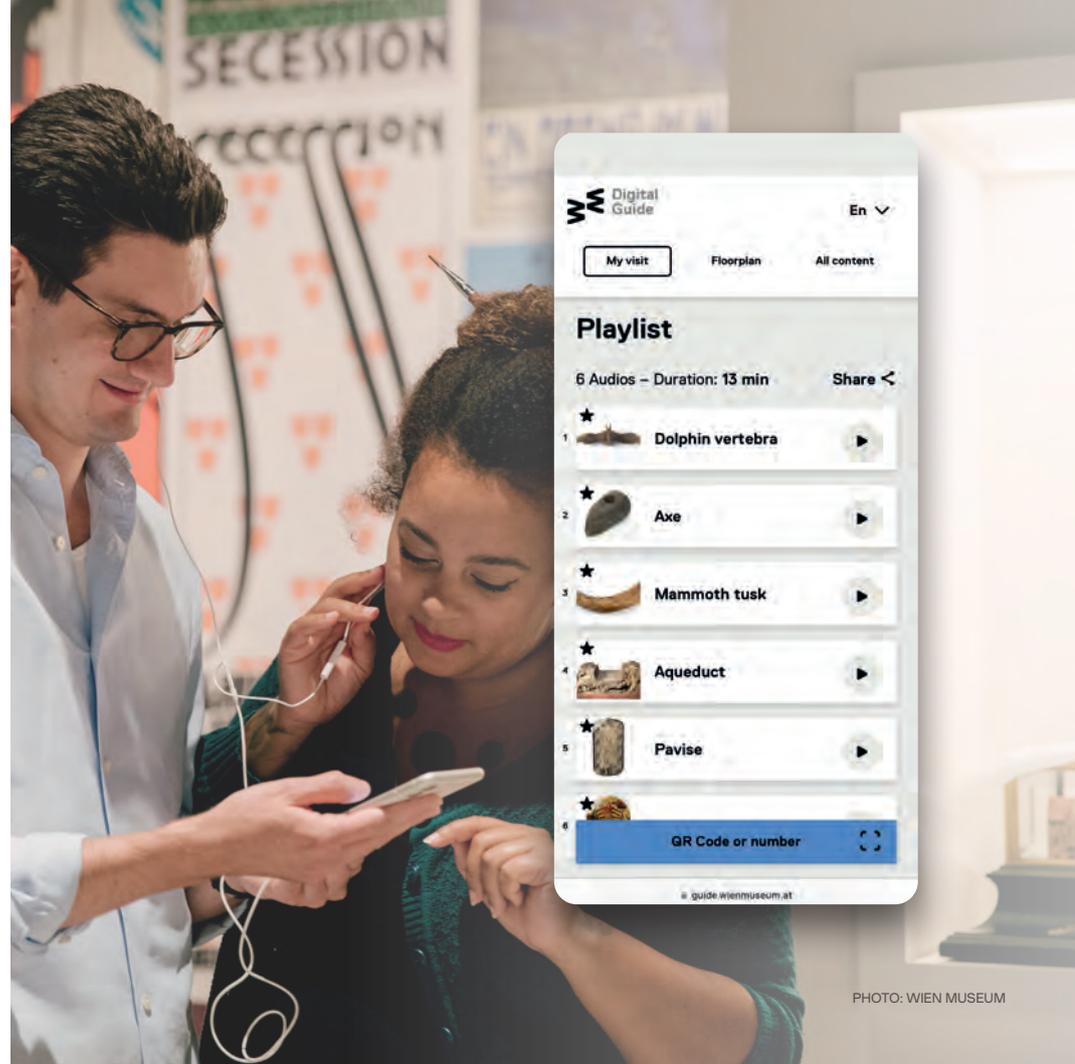


PHOTO: WIEN MUSEUM

# CHAPTER

## DIGITAL GUIDE

The CHAPTER app brings together content from three exhibitions in Berlin, London and Krakow, showing how populist strategies work. Primarily aimed at a young audience, it appeals to its target group through its language and aesthetics. Features such as crowd feedback and social media-inspired quiz formats encourage users to reflect on their own attitudes and compare them with the perspectives of others. The app is complemented by an accompanying website.

/ Multi Venue

/ Gamification

/ Multimedia Tours

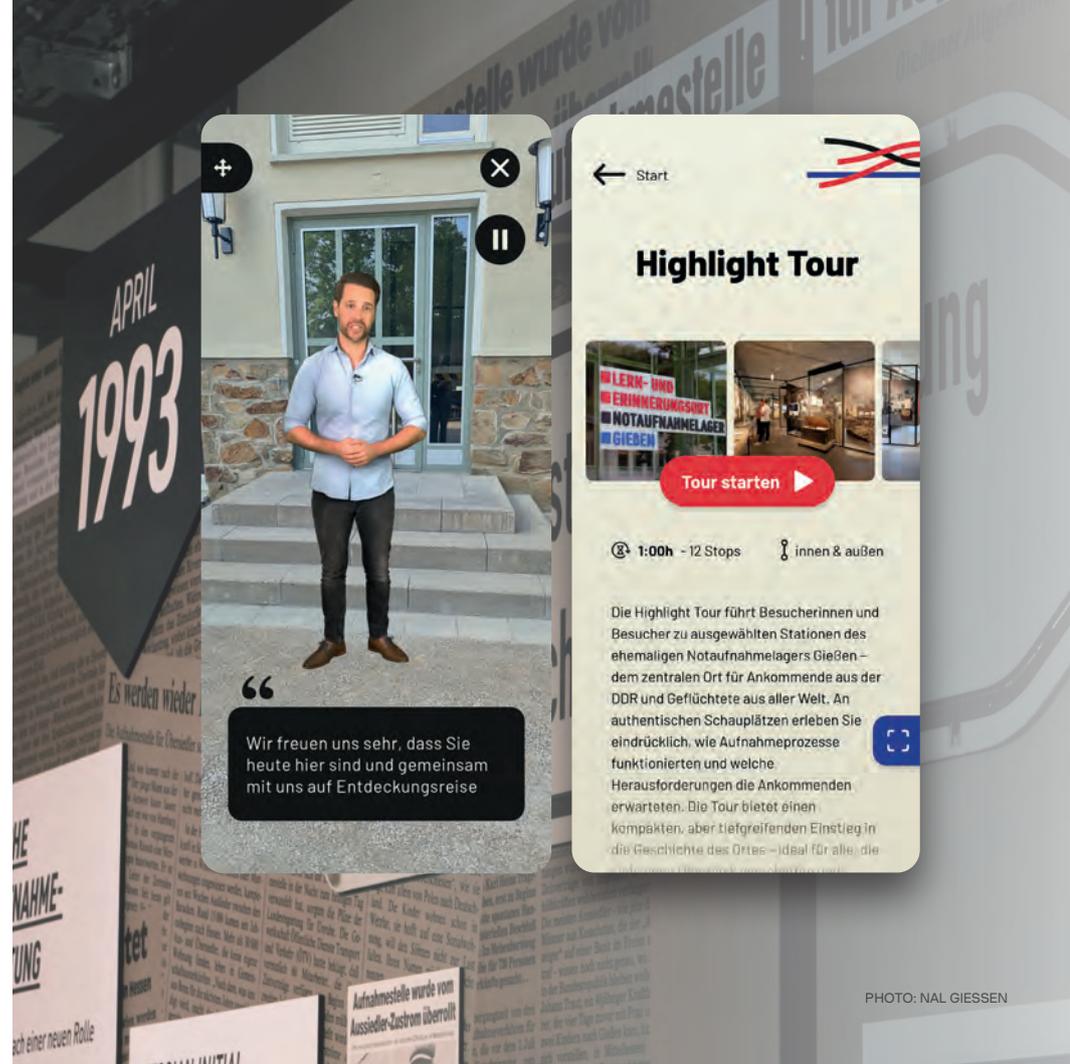


# Giessen emergency reception camp

DIGITAL GUIDE / MIXED REALITY

A digital digital guide and website brings the Giessen memorial site for German-German contemporary history to life in a modern way. The guide offers augmented reality tours featuring ‚MrWissen2go‘, as well as interactive AR experiences and quiz formats that vividly convey historical knowledge. Using optical text recognition and AI, visitors can access in-depth knowledge about the wall texts, allowing them to choose how deeply they wish to immerse themselves.

- / Avatar-based Storytelling
- / OCR text recognition
- / Gamification



# Breckenridge Tourism Center

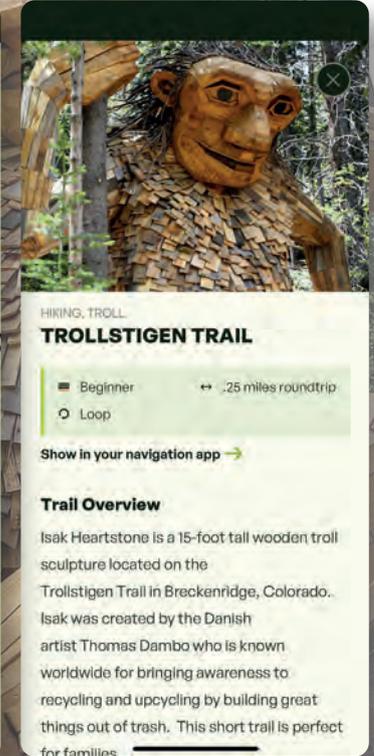
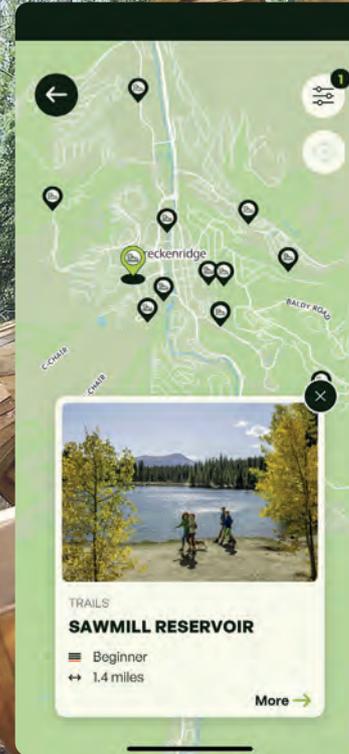
## DIGITAL GUIDE

We developed the mobile guide „B Like Breckenridge“ to help visitors explore the popular tourist region of Breckenridge in Colorado, USA. Featuring GPS maps, tour tips and practical service information, the app encompasses all the essential functions of an outdoor guide. Smart workflows and demand-oriented features in the CMS ensure the app runs smoothly for clients, with image content automatically adjusting seasonally.

/ GPS Maps

/ Customized CMS Workflows

/ Multimedia Tours

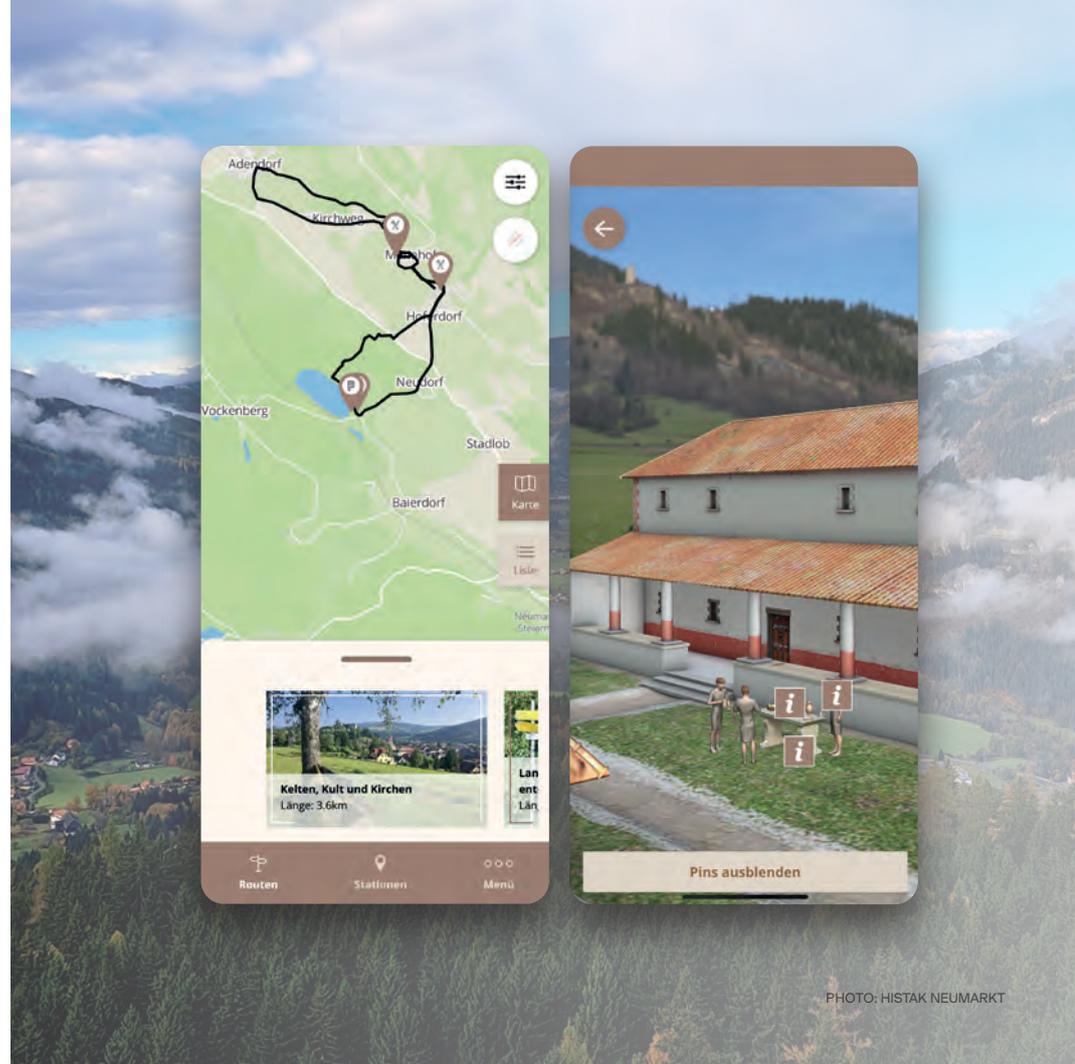


# HistAK Neumarkt

DIGITAL GUIDE / MIXED REALITY

The “Legendary Landscapes” app guides visitors through the Neumarkt high valley while immersing them in its legendary culture. With AR, 3D objects, and multimedia content, the digital guide offers an interactive hiking experience and reveals hidden stories about archaeological sites, myths and historical events. This opens up a new perspective on the landscape and its history not only for tourists but also for the local population.

- / 3D Object Viewer
- / Augmented Reality
- / Gamification



# Silvanum Forestry Museum

DIGITAL GUIDE / MIXED REALITY

For the exhibition "Forest:Worlds" at the Silvanum Forestry Museum in Styria, we developed five interactive touchscreen stations and an AR app with immersive digital learning experiences. Visitors can virtually fell a tree, explore the timber industry from a personal perspective or learn about forest ecosystems with „Ipsi“, the talking bark beetle. The interactive approach makes ecological relationships emotionally engaging and easy to understand.

- / Augmented Reality
- / Touchscreen Stations
- / Digital Education

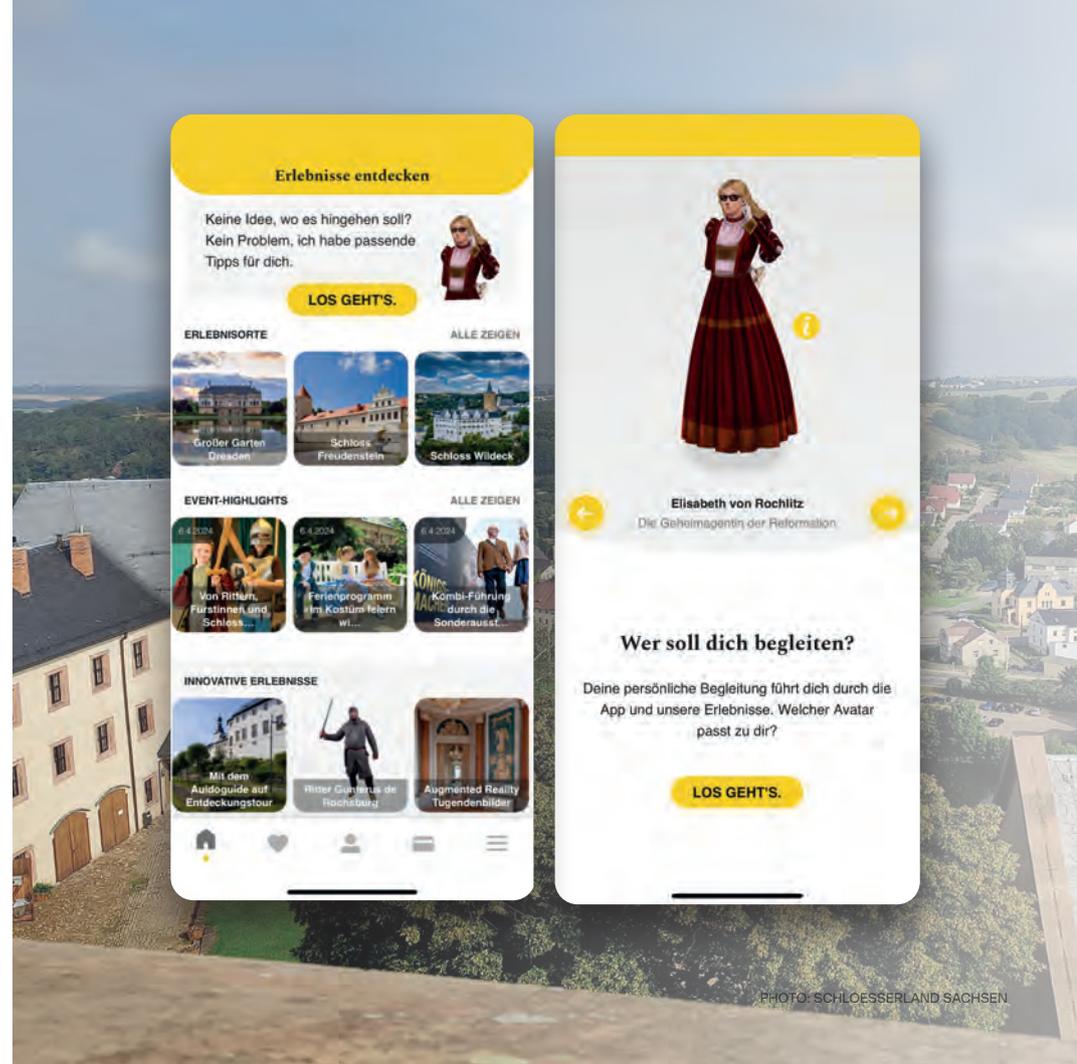


# Schloesserland Sachsen

DIGITAL GUIDE / MIXED REALITY

We developed a joint hub app for over 50 castles in Saxony. Thanks to a data-driven travel planning engine, users receive personalised route recommendations. The digital guiding offer is rounded off with information on all locations, exciting multimedia tours, AR experiences and interactive mini-games where vouchers can be collected.

- / Recommendation Engine
- / Hub App
- / Personalization



# Louvre Abu Dhabi

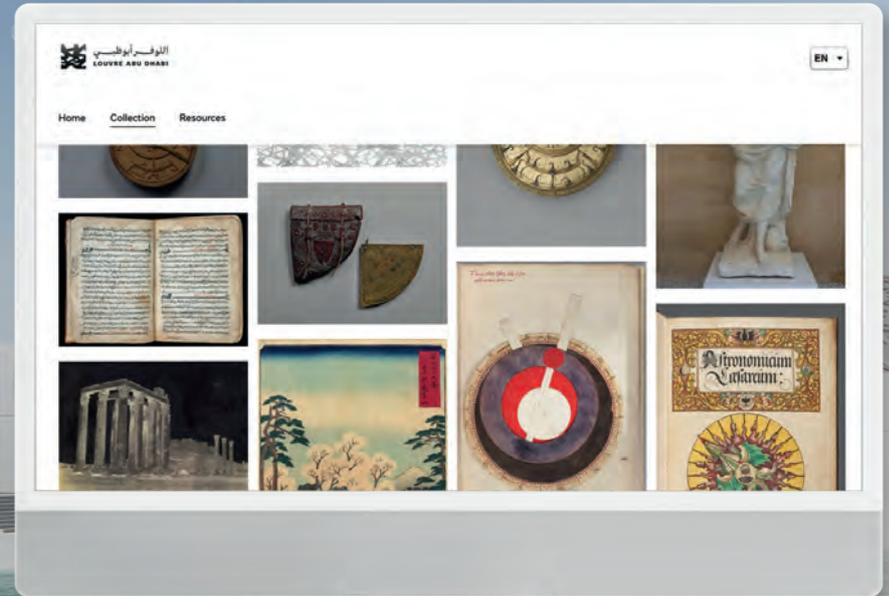
## ONLINE COLLECTION

The Louvre Abu Dhabi's online collection expands the limited exhibition space and enables a modern digital exploration of the extensive collection. Existing data is seamlessly integrated via an interface with MuseumPlus. Features such as interactive timelines, intelligent search suggestions and 360° views invite visitors to intuitively immerse themselves in the collection and experience the objects in context – almost as if they were visiting in person.

/ Website

/ MuseumPlus API

/ Customized Views



# WestLicht Cameramuseum

ONLINE COLLECTION

The WestLicht Camera Museum's comprehensive collection is now permanently accessible in digital form. Highly detailed 3D views of over 100 iconic historical cameras offer a unique perspective on the evolution of photographic technology, showcasing the finest details of materials and manufacturing processes. Users can explore the collection according to their interests using interactive timelines, intelligent filters and multimedia content.

/ Website

/ 3D Object Viewer

/ Customized Views

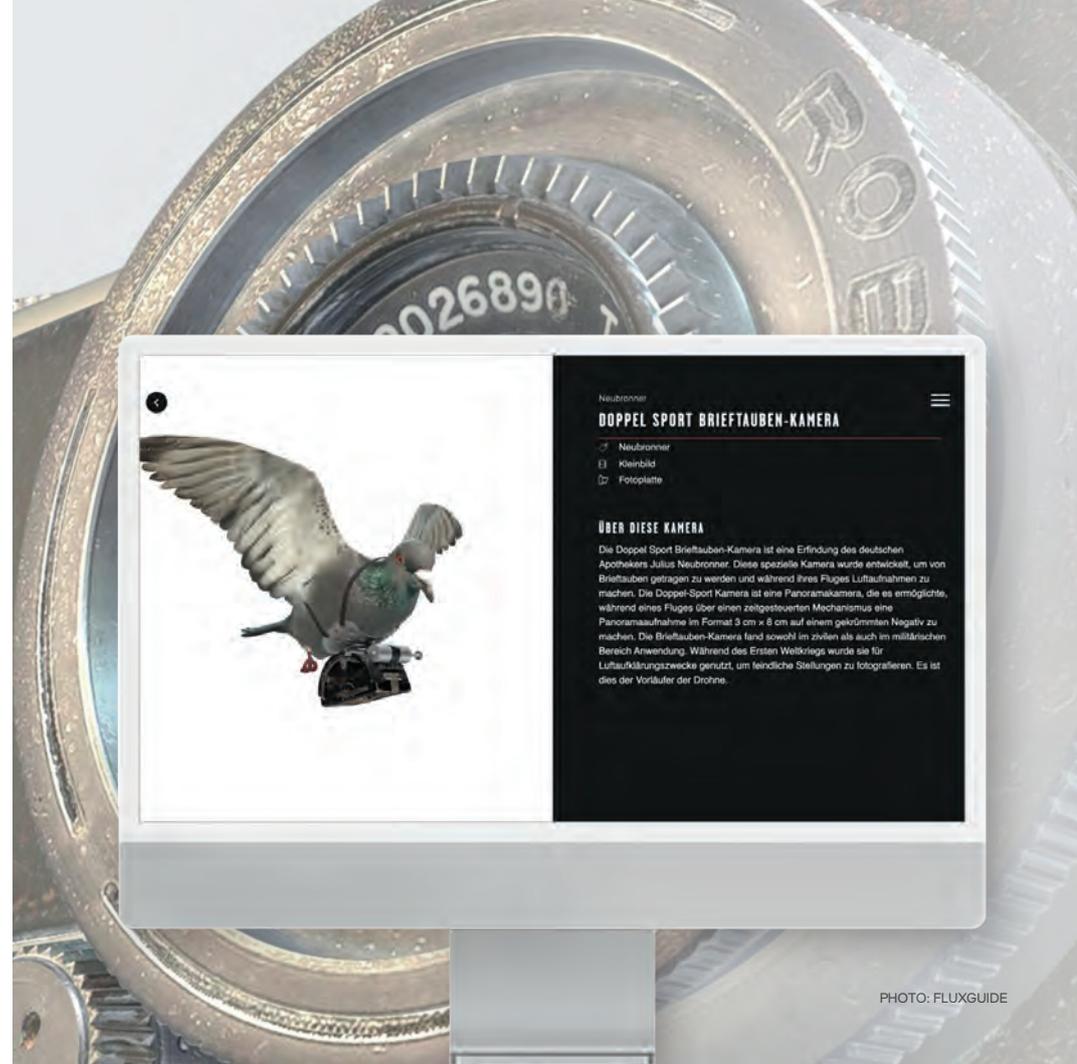


PHOTO: FLUXGUIDE

# mäander

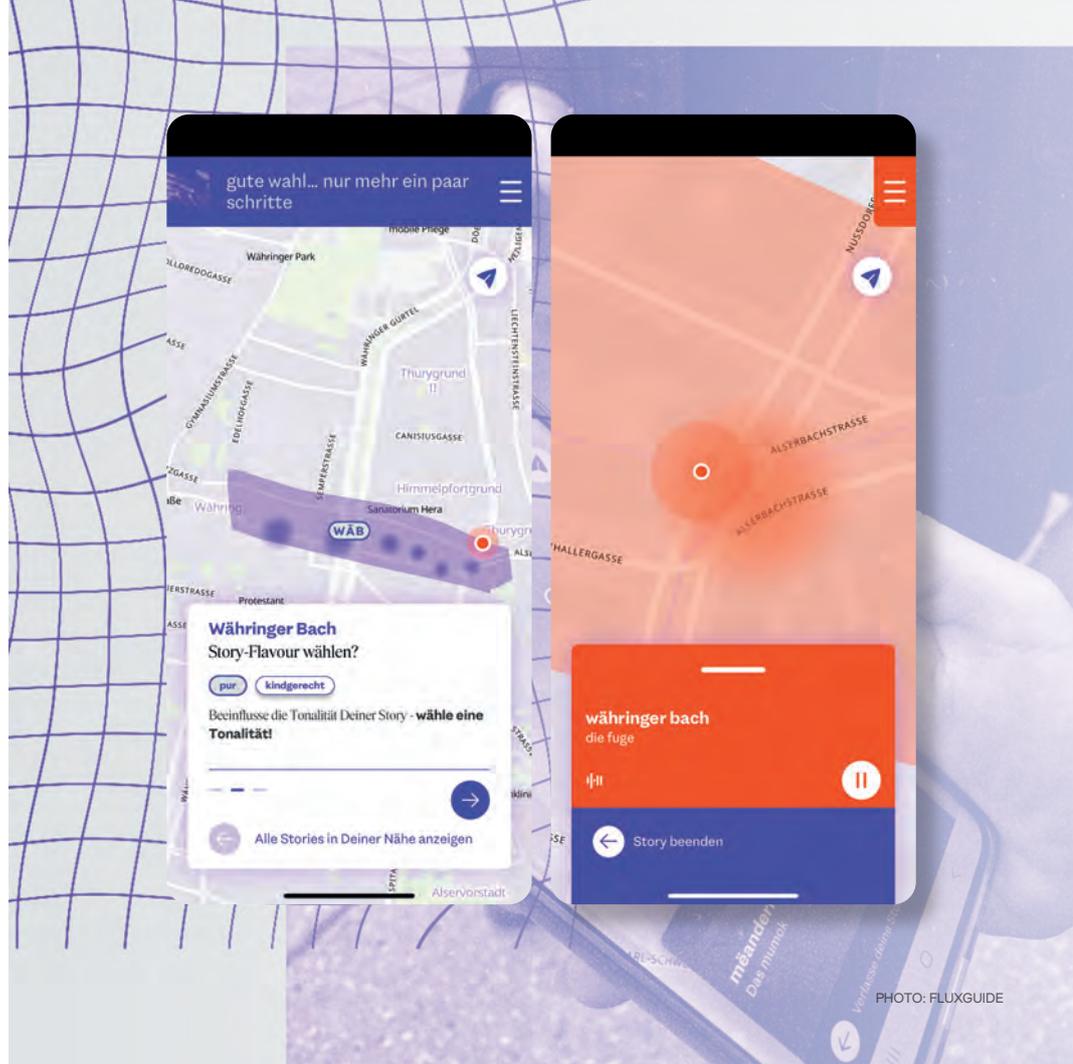
## AI AUDIOGUIDE

mäander is an innovative audio guide that uses AI to transform the real environment into a personalized auditory narrative: users move freely through specific areas, activating location-based content. The narrative automatically adapts to the length of stay, movement, and individually selected preferences. This creates a dynamic audio experience that re-shapes itself with every step, taking storytelling for audio guides to a new level.

/ Geobased AI storytelling

/ AI Story

/ AI Speech



# Museum Koenig Bonn

## DIGITAL LEARNING PLATFORM

We developed "NEO - Natur Entdecken Online" (Discover Nature Online), a digital learning platform for children and young people, for the Museum Koenig Bonn. Through puzzles and interactive tasks, they can discover biodiversity, go on expeditions with the Koenigs, or create their own imaginary species. The combination of storytelling and interaction turns learning into a real adventure and conveys knowledge about nature and biodiversity in an entertaining way.

- / Digital Education
- / Gamification
- / Website



# Memorise

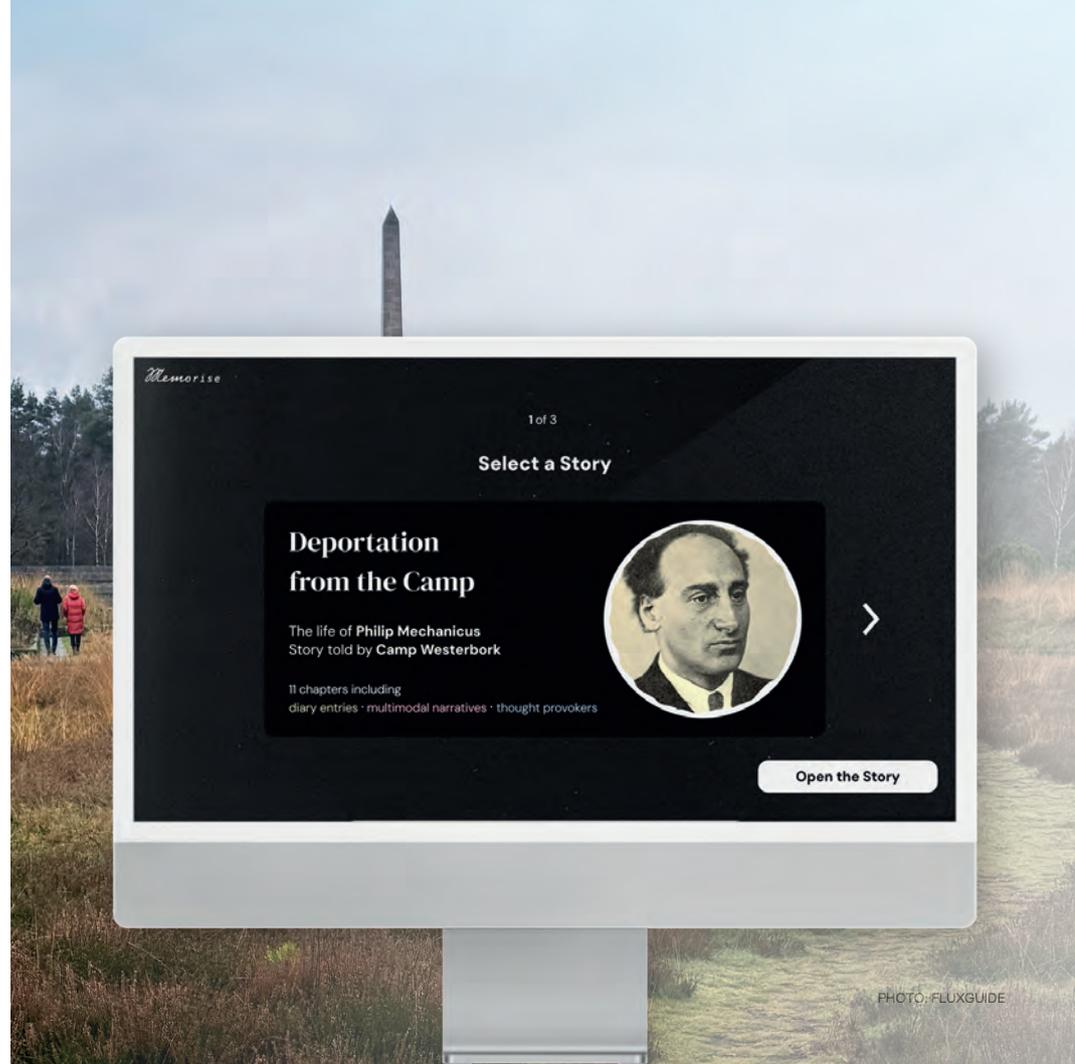
DIGITAL LEARNING PLATFORM / DIGITAL GUIDE

As part of the EU research project MEMORISE, a hub app and digital learning platform are being developed for memorial sites such as Bergen-Belsen and Westerbork. The aim is to make the memory of the victims of Nazi persecution accessible to future generations. MEMORISE links stories of survivors and victims with key events in contemporary history and enables visitors to experience content in context before, during, and after their visit. The project is designed as a scalable solution for digital communication at memorial sites.

/ Digital Education

/ Multimodal Storytelling

/ Data Visualisation



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[www.fluxguide.com](http://www.fluxguide.com) | [office@fluxguide.com](mailto:office@fluxguide.com)