



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 - from conception to implementation (workshops, time & budget planning, UI/UX design & software development).

For more than ten 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.

www.fluxguide.com

**Apps &
Media Guides**

**Collection
Explorer**

**Exhibition
Installations**

**Learning Platforms &
Gamified Education**

**Workshops &
Consulting**



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-Mode

Personalization

Indoor
Positioning



More about the project.



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 hear the sound 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.



Schloesserland Sachsen

GERMANY

fluxguide develops a joint hub app for over 50 adventure locations. Thanks to a data-based trip planning engine, users receive a personalized route. Information on all locations, exciting multimedia tours, AR experiences & interactive mini-games where vouchers can be collected complete the offer.

Interactive
Site Map

Recommendation
Engine

Personalized
Itinerary

Ticket Integration

Infos about all Services,
Attractions & Events



More about the project.



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.



More about the project.

Avatar based
Storytelling

iBeacon
Touch

Gamification &
Reward System

Push Notifications

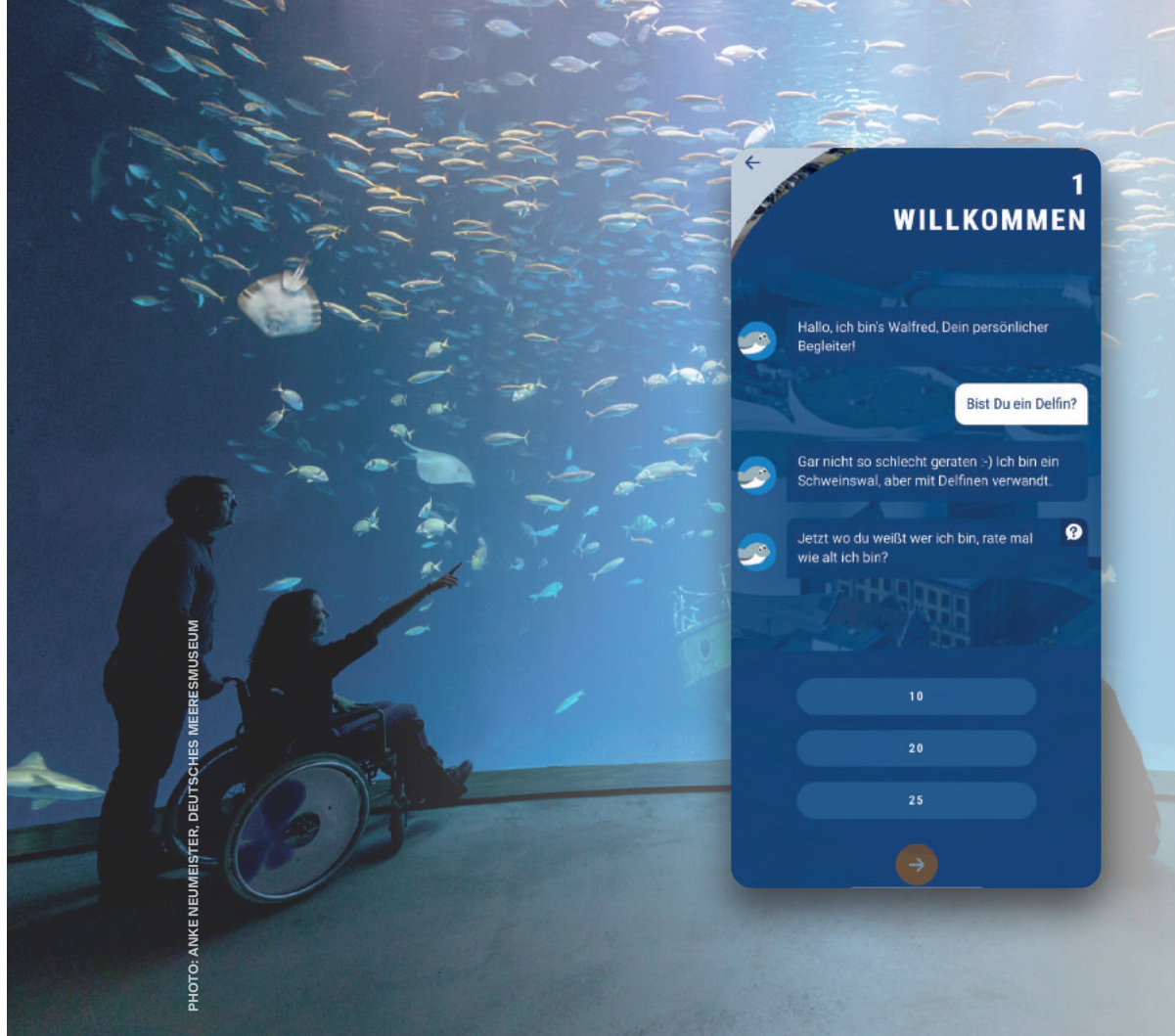


PHOTO: ANKE NEUJMEISTER, DEUTSCHES MEERESMUSEUM



Württemberg State Museum

STUTT GART, GERMANY

The app guides visitors through the Old Palace in Stuttgart as a navigation aid and at the same time offers exciting multimedia content and tours. Navigation within the museum takes place dynamically using 360° images and navigation arrows that are superimposed over the screen via augmented reality.

Smart Group
Guiding

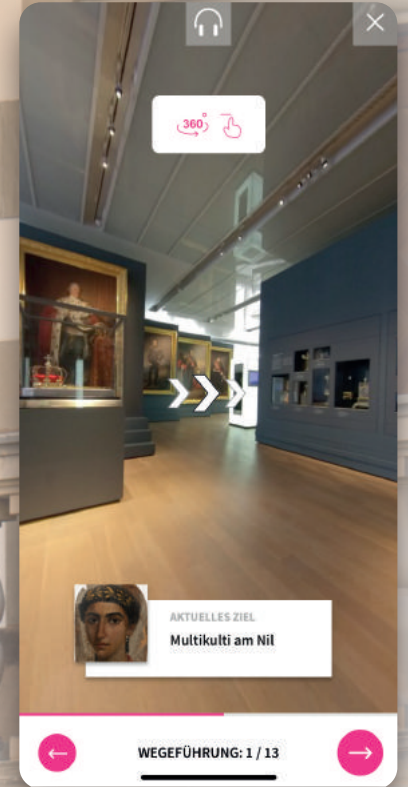
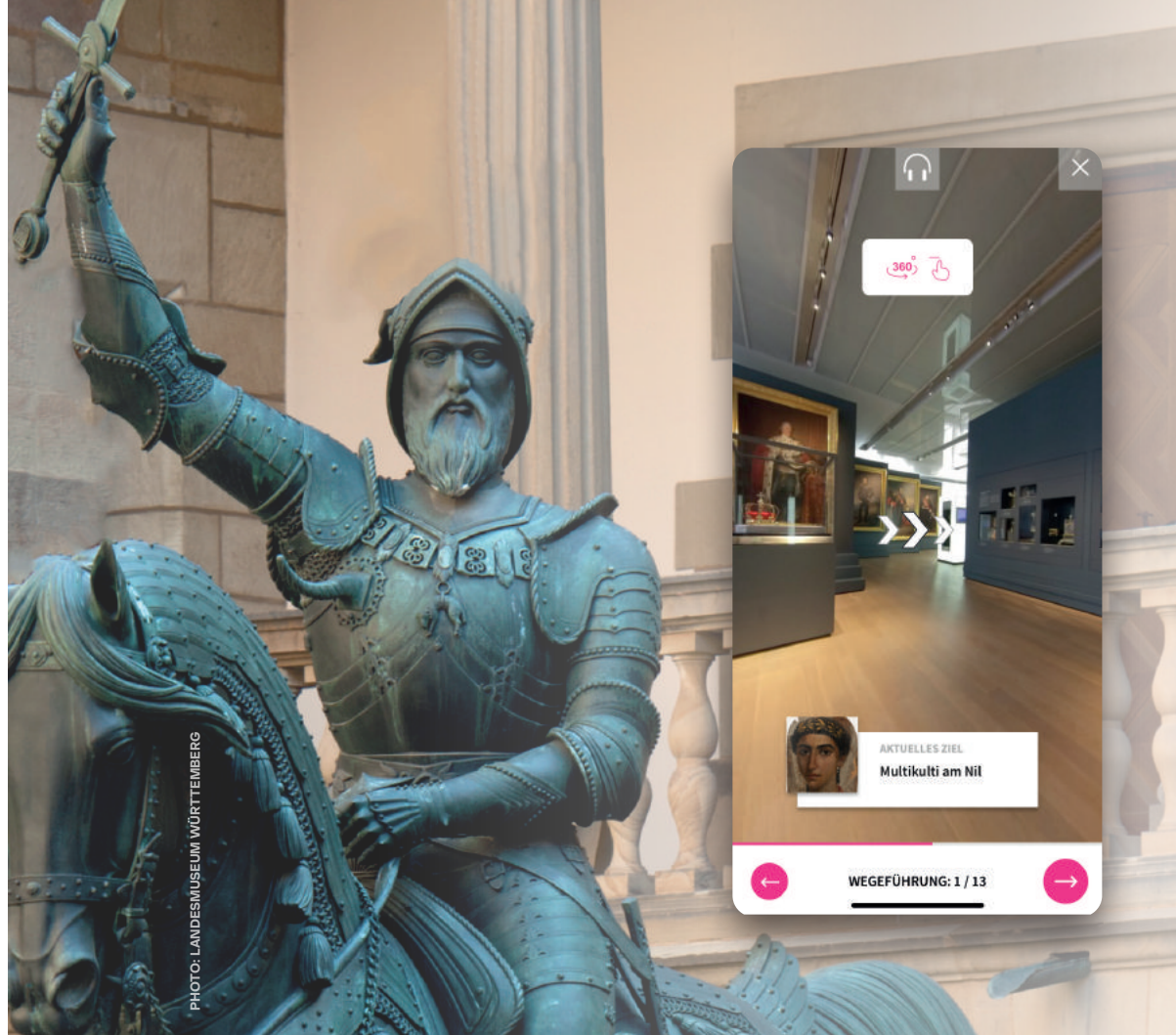
Virtual
Tours

Multilingual &
Accessible

Interactive
Learning



More about the project.



Nationalpark Hunsrück-Hochwald

SAARLAND, GERMANY

The app offers guided tours and orientation for visitors to the National Park. Interactive maps and GPS tracking help to explore the park. „AR-Rangers“ and quizzes make the visit a unique experience. On smartphones & tablets for the visit on site!

Media Guide

GPS
Location

Augmented
Reality

Learning Experiences
for Children



More about the project.



PHOTO: NATIONAL PARK HUNSRÜCK-HOCHWALD

Museum Reinhard Ernst

WIESBADEN, GERMANY

fluxguide developed a digital art education concept for the Reinhard Ernst Museum, from the didactic preparation to the actual implementation of the room. The result is the so-called creative room, in which visitors can discover abstract art for themselves with 6 different games.

**Digital
Creative Room**

**Gamified
Education**

**Learning Experiences
for Children**

**Interactive
Installations**



More about the project.



PHOTO: FLUXGUIDE

Museum Rietberg

ZURICH, SWITZERLAND

The web-based learning platform „Next Click Nirvana“ conveys the world of Buddhism. Interactive tasks, multimedia information, a glossary and the artwork collection can be explored. Creative design on a mental board is also possible, as is the social media share of personal highlights.



More about the project.

Mobile
Learning

Multimedia
Glossary

Multilingual &
Accessible

Gamified
Education

PHOTO: MUSEUM RIETBERG



Stories

The Buddha

0 / 3



History and
Dissemination

1 / 3



The Buddhist
Teachings



Natural History Museum

ST. GALLEN, SWITZERLAND

By touching knowledge spots (iBeacons), multimedia content about the exhibition is conveyed in the „knowledge mode“. The „play mode“ offers adventure paths through the exhibitions with entertaining interactive tasks, a reward system, games and a final diploma.



More about the project.

**Audio &
Multimedia Guide**

**Gamified
Education**

**iBeacon
Touch**

**Micro Content &
Micro Learning**

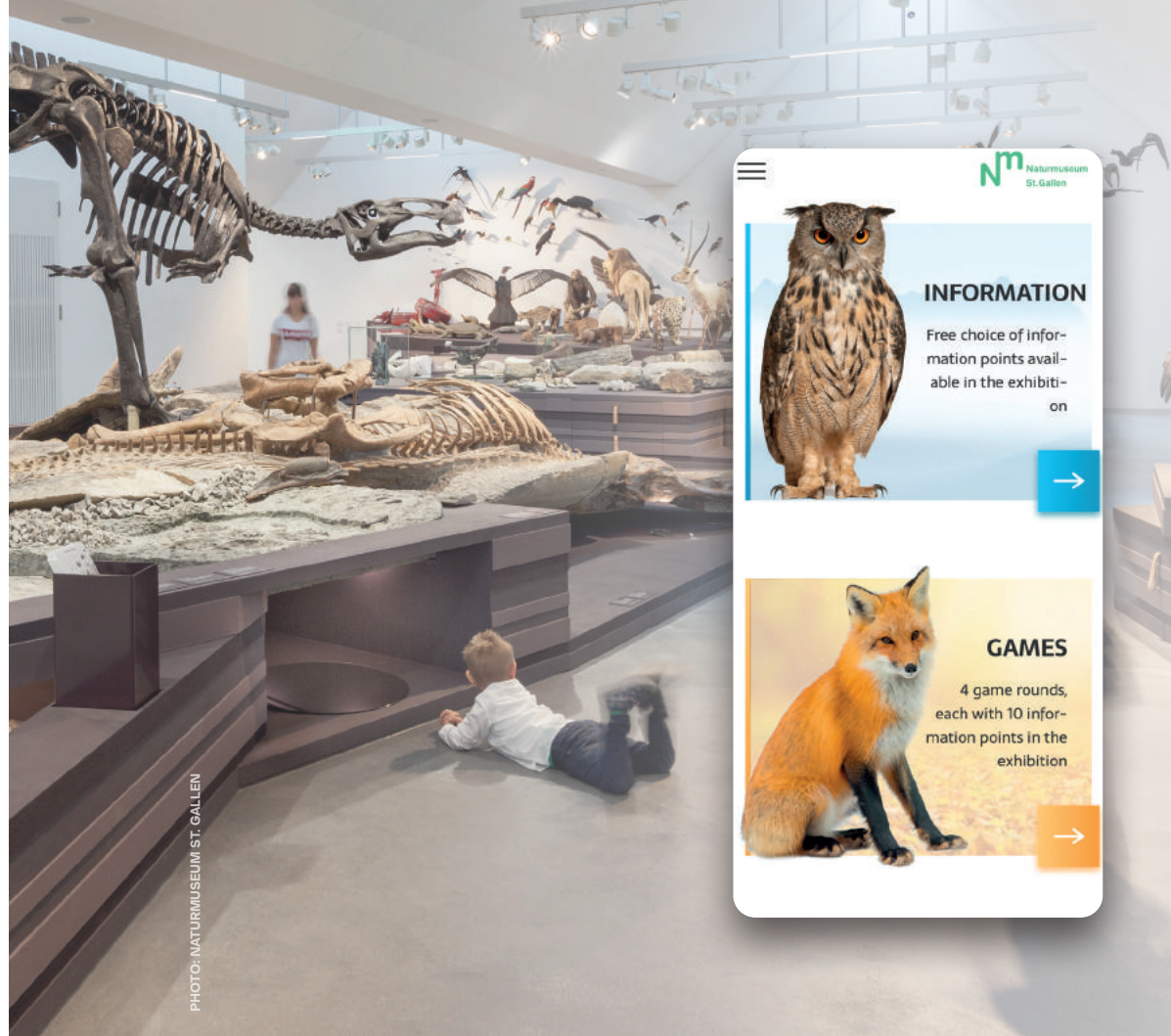
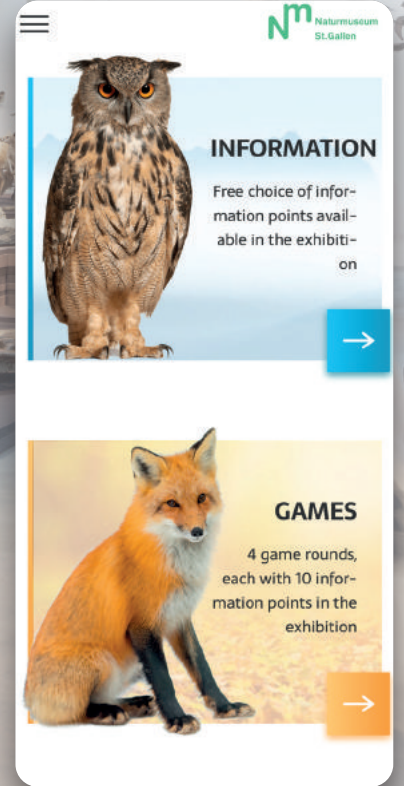


PHOTO: NATURMUSEUM ST. GALLEN



Ovilava – Heroes of the Roman Times

WELS, AUSTRIA

Playful mediation of Wels' Roman past using augmented reality. At 9 locations in Wels, players solve exciting tasks and collect a delegation of Roman heroes. The game uses avatar based storytelling and micro-learning.

Interactive
Mediation

Augmented
Reality

Experiences in
Urban Space

Micro Content &
Micro Learning



More about the project.



PHOTO: PSIORI

Kunstsammlungen Chemnitz

CHEMNITZ, GERMANY

The museum app Virtual van de Velde turns the visit into an interactive learning experience by means of AR and gamification: Talking ancestral gallery, AR search & puzzle game and placement of 3D objects in the room. Using avatar based storytelling, the history of the villa can be experienced from different perspectives.

**Gamified
Education**

**Augmented
Reality**

**Avatar based
Storytelling**

**Multiplayer &
Schoolclass Mode**



More about the project.



PHOTO: FLUXGUIDE



Überspringen - Spiel starten

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

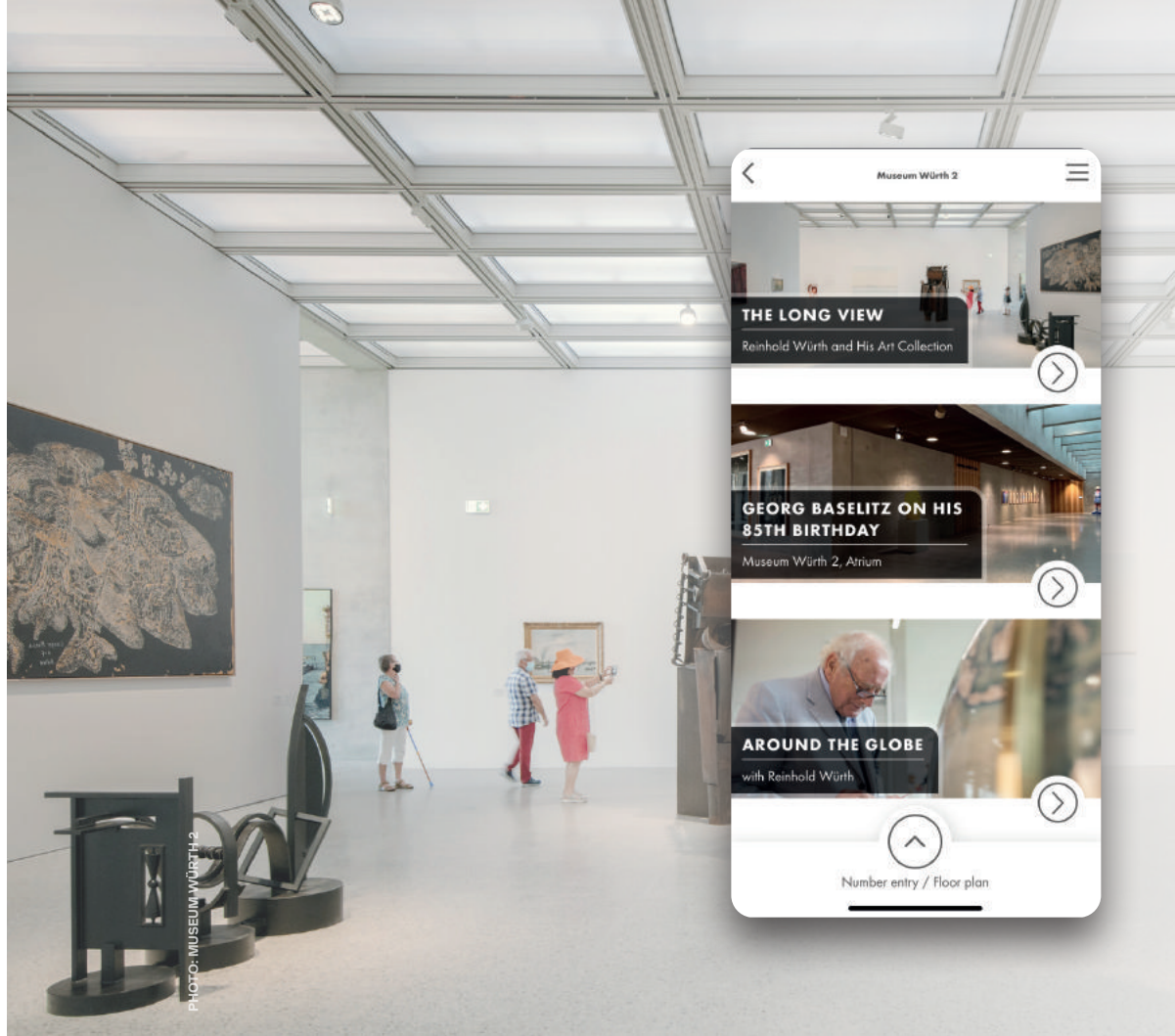


PHOTO: MUSEUM WÜRTH 2

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.

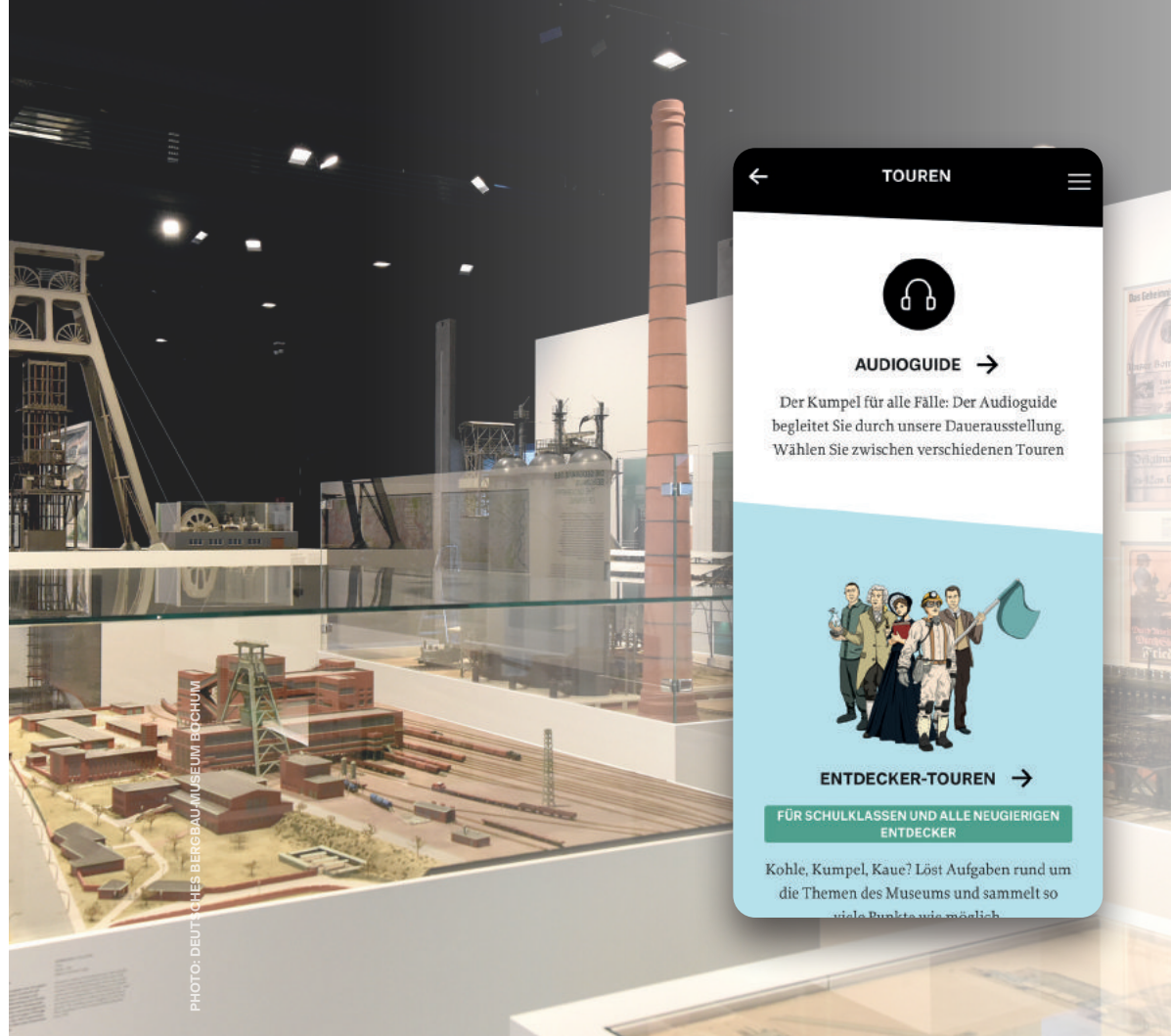


PHOTO: DEUTSCHES BERGBAU-MUSEUM BOCHUM

VIENNA MARKETS

VIENNA, AUSTRIA

fluxguide designs and develops the official app of the city of Vienna for over 20 markets. Location information, interactive market maps and directions are available on the smartphone. Intelligent product search, offer news and 360° impressions complete the service.

**Interactive
Directory**

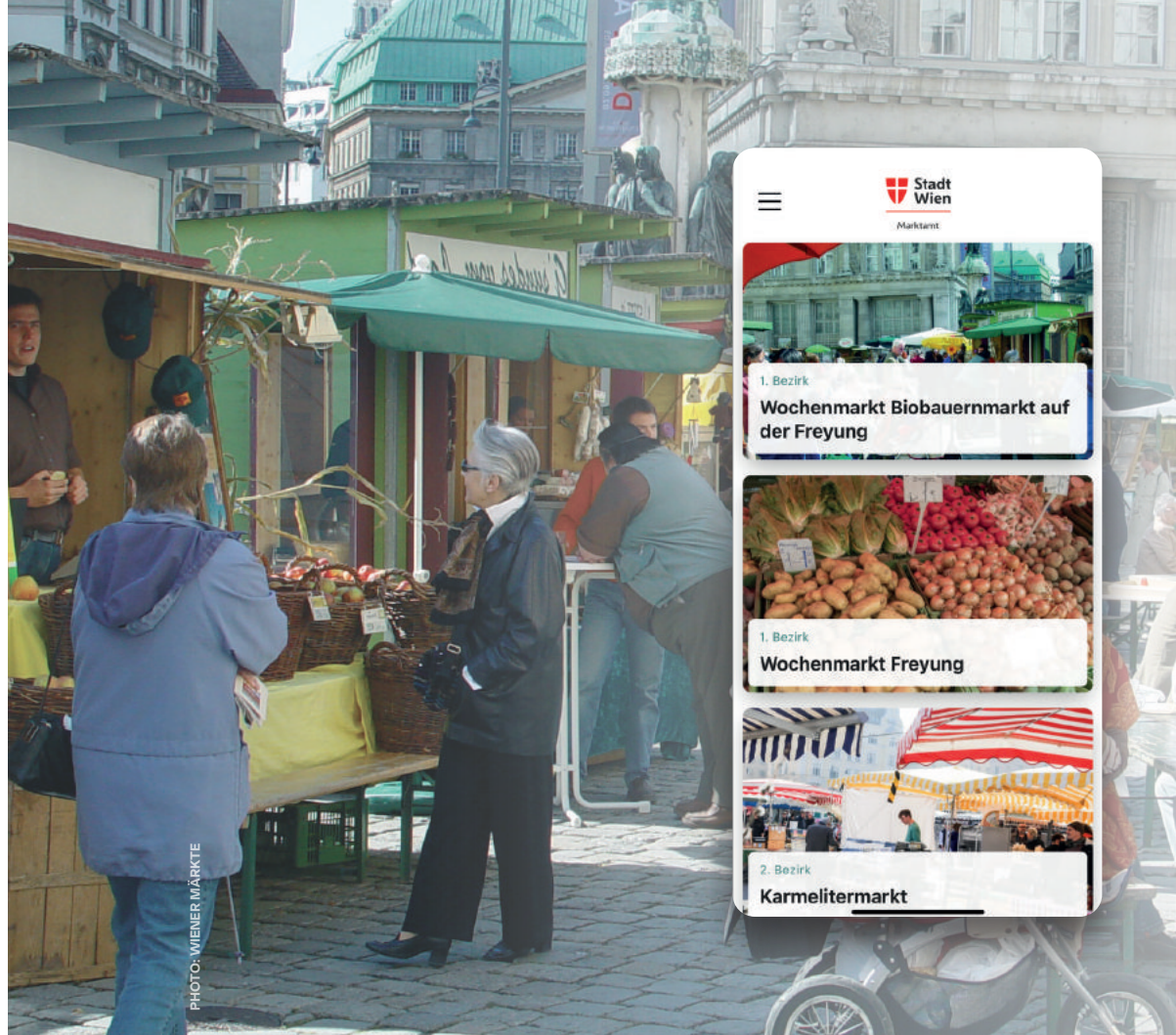
Product Search

360° Panoramas

Smart City



More about the project.



OUR Generation

NORTHERN IRELAND & IRELAND

For the cross-border project OUR Generation, fluxguide is developing an interactive serious gaming app. The aim of the project is to provide a unique opportunity for people in border areas in Northern Ireland and Ireland to work together to build emotional resilience and peace for generations to come.



More about the project.

**Interactive
Mobile App**

**Gamification
& Reward System**

**Research &
Development**

Data Collection



PHOTO: UNISPLASH

Green Living Augmented Reality

VIENNA, AUSTRIA

Within the R&D project GLARA, fluxguide develops an innovative solution for citizen participation in urban development. Intuitive digital applications such as AR/VR technologies and new methods of visualization are used to communicate the impact of green spaces on our microclimate.



More about the project.

**Research &
Development**

**Augmented
Reality**

**Virtual
Reality**

**Digital
Visualization**



PHOTO: GLARA

Technology partner for R&D projects

Through EU-wide research projects and cooperation with universities and companies, we not only try to stay at the cutting edge of technological and conceptual development, but also to significantly advance it. 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 the integration of school classes in the latest educational technology.

Digital Storytelling

**Data Visualization
& Exploration**

Prototyping

**Piloting
& Evaluation**

**Dissemination
& Exploitation**



PHOTO: FLUXGUIDE HOLONÓBÉ

Workshops, Consulting & Planning

Planning is key. We have developed a unique workshop format for digital innovations in the museum for this purpose. Together, we explore the possibilities of new technologies for the exhibition space and beyond on site. 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)

Virtuality Center (Saudi Arabia)

Arvo Pärt Centre (Estonia)

Action Mental Health (Ireland)

Sammlung Würth (Italy, Spain,

Norway, Denmark, France,

Netherlands)

Deutsches Museum (Germany)

Mozart Museums (Austria)

Wien Museum (Austria)

Stiftung Preußische Schlösser & Gärten Berlin

Brandenburg (Germany)

Natural History Museum St. Gallen (Switzerland)

Museum Rietberg (Switzerland)

Nationalpark Hunsrück-Hochwald (Germany)

More references: www.fluxguide.com