

Technology Partner for R&D Projects Cultural Heritage



About fluxguide

We are a research-driven company developing **innovative digital services** for culture, museums, learning, and tourism. Based in **Austria** we support research partners & clients in R&D projects with our award-winning solutions and services.

- Digital innovations for cultural heritage
- Front-end applications: web & mobile
- Digital storytelling
- Data visualization & exploration
- Mobile apps & web platforms
- Digital education & e-learning
- AR/VR/Mixed reality

Contributions to R&D projects

1. **Conceptualization** of digital solutions, innovative front-ends and mobile technologies.
2. **Implementation** of full-fledged digital applications and IT services.
3. **Piloting and evaluation** of prototypes as well as finished applications in real-world scenarios and application environments.
4. **Dissemination, business models, exploitation:** academic outreach, exploitation plans, business model creation, and outreach for various target groups and industries.

fluxguide is winner of the



European Commission
Excellent Innovation Award



United Nations
WSA Award Austria

Selection of R&D project contributions

International R&D projects in Cultural Heritage with fluxguide contribution



MEMORISE (Virtualisation and Multimodal Exploration of Heritage on Nazi Persecution). 2022-2026.

Horizon Europe

In the MEMORISE research project, a mobile application is being developed for the Bergen-Belsen and Westerbork memorials. The content is based on a data set of diary entries of the former camp prisoners. Front- and back-end are developed for creating holistic learning experiences with individualised, ai-based journeys on- and off-site. Archive data are integrated into an on-site and remote learning experience.

<https://www.fluxguide.com/en/projects/memorise/>



InTaVia - In/Tangible European Heritage - Visual Analysis, Curation and Communication. 2020-2023.

EU Horizon 2020

Technical and organizational limitations prevent the use of existing cultural and historical data across Europe. InTaVia aims to overcome these limitations by creating a new platform. fluxguide will pilot a prototype implementation of a "storytelling engine" for communicating museum data collections and biographical archives for science and education, as well as explore experimental development for cultural data mediation on mobile devices, via XR and glassware.

<https://www.fluxguide.com/en/projects/intavia/>

International R&D projects in Cultural Heritage with fluxguide contribution



CHAPTER (Challenging Populist Truth-Making in Europe). 2020-2024.

Volkswagen Foundation

Is the populist influence on museums growing? An international research team will use digital innovation to critically examine the impact of populism on museums.

As a technological partner, fluxguide is developing a museum app together with the project team, which is being tested and further developed in several museums.

<https://www.fluxguide.com/en/projects/chapter/>



HoloMuse - "Holographic museum exhibition design and visitor system based on Augmented Reality enhanced wearables". 2018-2019.

impulseXL, Austrian Wirtschaftsservice

The R&D project "HoloMuse" develops new forms of Augmented Learning for cultural heritage venues. HoloMuse is a collaborative effort of technology partners, academic institutions, and worldwide renowned museums, led by fluxguide, in order to make the next steps towards real innovative and meaningful museum visitor experiences based on AR/VR technologies and cutting-edge learning theories.

<https://www.fluxguide.com/en/projects/holomuse/>

International R&D projects in Cultural Heritage with fluxguide contribution



personal.curator: “Applied Design Thinking for Developing a Wearable Museum Tool”. 2016-2017.

[Vienna Business Agency](#)

Using wearables and smartwatches for new museum experiences. How can the individual museum experience be enriched through the use of wearables? This R&D project piloted a prototype at MAK – Museum of Applied Arts Vienna.

<https://www.fluxguide.com/en/projects/personal-curator/>



EoT: „Eyes of Things” - High-end image recognition for museums and mediation. 2015-2018.

[EU Horizon 2020](#)

The objective in this project was to build a power-size-cost-programmability optimized core vision platform that can work independently and also embedded into all types of artefacts. fluxguide researched & developed a museum guiding system based on new image recognition technology developed in this project by international partners. The prototype was successfully introduced at Albertina, Vienna.

<https://www.fluxguide.com/en/projects/eyes-of-things/>

International R&D projects in Cultural Heritage with fluxguide contribution



CRé-AM: "Bridging Creative Industries with technology providers & innovators". 2013-2015.

EU Framework Programme 7

The CRé-AM project aimed to bridge communities of creators with communities of technology providers and innovators, in a collective, strategic intelligence and roadmapping effort to streamline, coordinate and amplify collaborative work. This was achieved by developing, enhancing, and mainstreaming new ICT technologies and tools by addressing the needs of different sectors of the creative industries

<https://www.fluxguide.com/en/projects/cre-am/>



Art.Lector: "New Learning at museums and visitor venues". 2013-2014.

Vienna Business Agency

As project leader, fluxguide innovated learning experiences for kids, school classes, adult individuals and groups by a new, disruptive 3-phase mobile learning paradigm, in collaboration with the University of Applied Arts Vienna. Art.Lector enables teachers and students to perform in new digital learning activities based on mobile technologies. The research resulted in a new product which has been introduced in multiple international projects.

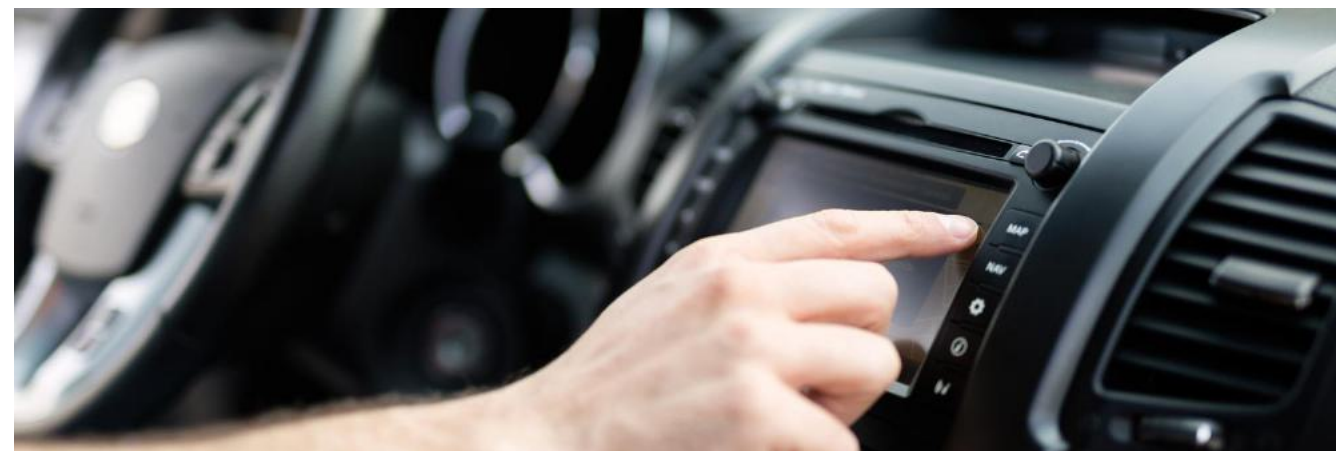
<https://www.fluxguide.com/en/art-lector/>

Collect research data via app

Information and survey via app

fluxguide is one of the few providers that design apps for both mediation and survey. We have already developed mobile apps and backends with public clients that accompany social science surveys. We also bring excellence in mobile information mediation: Gamification, quizzes and smart mediation, especially of educational content, are our focus of expertise.

The editorial system and backend are entirely focused on the collection of data and its analyzability, as well as for the easy design and customization of mediation content.



start2park app

Smart collection of app usage & tracking data.
mFUND project with FH Frankfurt.



Verkehrszentrum app

App for the survey of cognitive learning types.
DFG project with TU Munich



OUR Generation app

Data donations via Mental Health info & quiz app.



Selection of fluxguide publications

- Deniz, O./ Seirafi, K./ Seirafi, A./ et al. (2017): Eyes of Things. In: MDPI Journal, Submitted to Sensors, S. 1-22.
- Götsch, M./ Kayali, F./ Mateus-Berr, R/ Mikeska, T./ Seirafi, K. (2014): Mobile Technology and Museum Education for Schools Theory, Study Results & Use Cases from the Project Art.Lector. In: Proceedings Engaging Spaces. Interpretation, Design and Digital Strategies. December 1-3, 2014 Warsaw, Poland, S. 170-175.
- Seirafi, K., Doppler, C., Ossmann, J. (2021): 4 Ways to Experience Augmented Reality at Museums. In: METHIS. STUDIA HUMANIORA ESTONICA, December 2021, S. 244-259.
- Seirafi, K./ Wiencek, F. (2021): Supersizing the Museum. Digital Outreach und die Erweiterung des Museums in seine Umgebung. In: Henning Mohr / Diana Modarressi-Tehrani (Ed.): Museen der Zukunft. Trends und Herausforderungen eines innovationsorientierten Kulturmanagements. Transcript Verlag, S.213-241.
- Wiencek, F./ Seirafi, K./ Miesen, L. (2020): HoloMuse - Augmenting the Museum. In: Culture and Computer Science – Extended Reality, S. 189-199.

About fluxguide

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Digital Innovation for Cultural Heritage

fluxguide develops digital solutions for knowledge exploration, visitor experiences, and e-learning in the cultural heritage sector. We provide consulting, conceptualization and full implementation of customized, digital experiences. Thanks to our cooperation with universities and companies in international research projects, we are always at the cutting edge with innovative technologies and concepts. With 10+ years of international experience and an open mindedness, we create strong and unprecedented solutions. We drive innovation and deliver via partners in the US, South America, Middle East, and Asia. Be inspired!

Successful research projects in the field of digital heritage with:

Austrian Centre for Digital Humanities and Cultural Heritage at the Austrian Academy of Sciences,
University of Southern Denmark, Danube University Krems

More projects: www.fluxguide.com/en/category/research/



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Front-end Experiences:
web & mobile

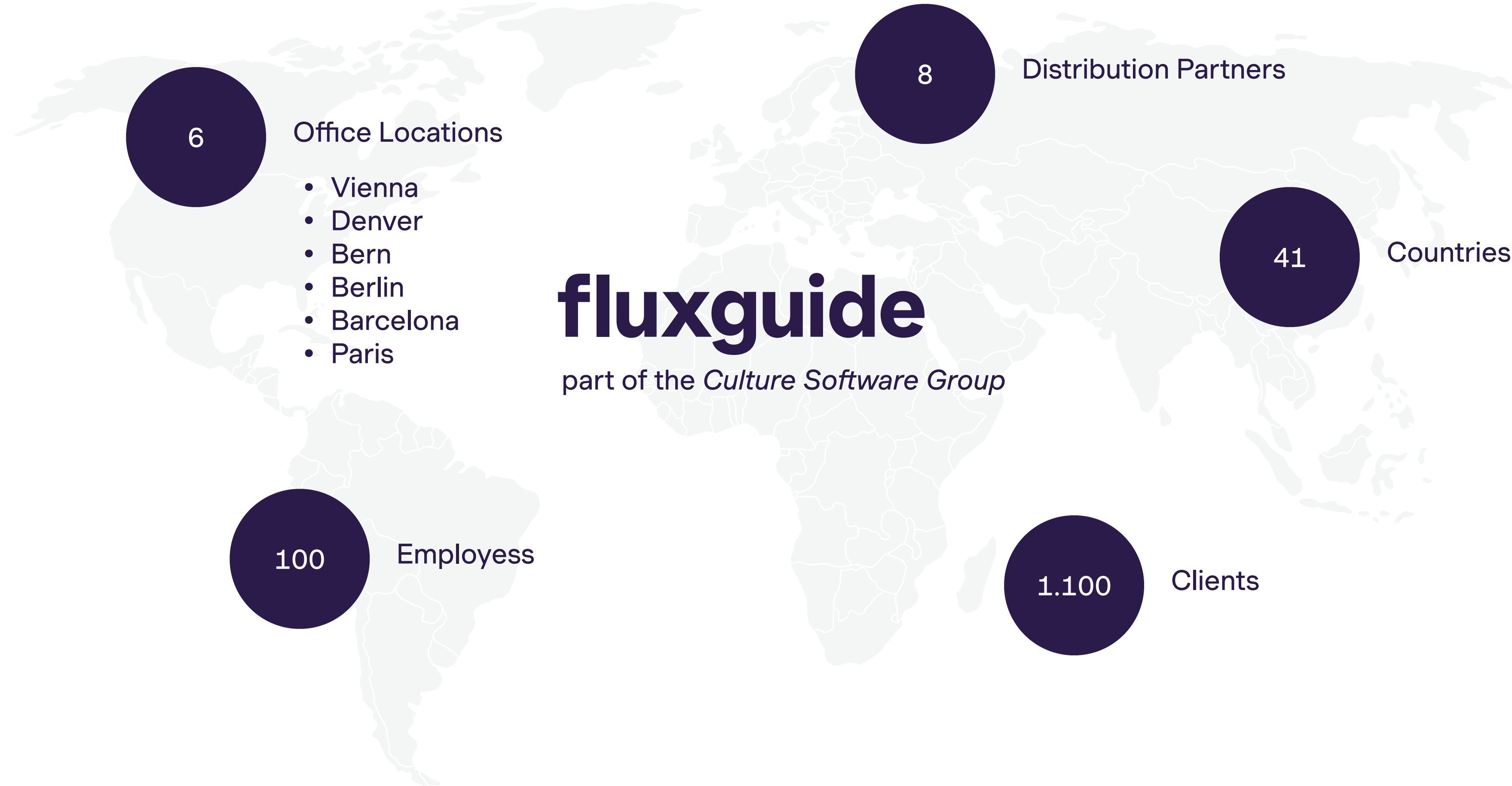
AR/VR/Mixed reality

Education & Learning &
Gamification

Digital Cultural Heritage &
Tourism

Research & Scientific Dissemination

Exploitation & Business Models



Fluxguide is part of the swiss-based Culture Software Group. The CSG unites the most advanced digital services. Together with our partners we implement innovative high-end solutions. Our work is based on 20 years of international experience, state-of-the-art technology and a deep understanding of the interface between human & digital.

Kontakt



Dr. Kasra Seirafi
Founder & Business Development
kasra@fluxguide.com
+43 664 226 11 55

Website & Blog

fluxguide Website

www.fluxguide.com

Blog – fluxguide Puls

www.fluxguide.com/puls

Social Media

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