Multimedia Museum Guide with digital wayfinding
Let us take you to the next level.

Your bespoke mobile museum app, powered by Xponia, unites all your galleries, collections, exhibitions and events before, during and after the museum visit. Downloading your new museum app visitors can plan and explore and never miss a highlight, a new guided tour, an event, or the story behind the exhibits.

From back office systems through to the front of house application held in the hand of the visitor, Xponia is there to fulfil your needs for a modern visitor experience.

Our solutions are adopted by forward thinking venues, attractions and collections that recognise their visitors desire to engage virtually on a Digital level.

Information is king. Our solutions generate a wealth data; user behaviour, app performance, geo-location data, sales data, most visited areas and more. Our business analytics solution is aligned with the Content Management System so with immediate effect your business gets a vision of activity.

Xponia provides indoor and outdoor navigation and 360° views of the museum floor and surrounding areas to help guide and navigate the visitors though so their experience is the best it can be.

With Xponia's multi-channel social network, text, images, audio, video, Augmented Reality is easily integrated into the app allowing for storytelling and relevant information.
Visitor Experience

Mobile Applications
- Engagement
- Content
- Payment Gateways
- Gamification
- Notification
- Social Platforms
- Guestbooks
- Treasure Hunts

Digital Wayfinding
- 3D Maps
- Routing
- Points of Interest
- Personal Tours
- Most Popular
- Augmented Reality

Visitor Benefits
- Well-perceived and easy to use designs
- Recommendations, Event Calendar
- Favourites and My Tour
- Interactive storytelling
- Facts, Games, Quizzes
- Share Experiences

Business Experience

Back Office
- Full Technical Support
- iOS / Android
- Bespoke Content-management-system
- Rich Media
- Self Service CMS
- Self Service Reports

Management
- Management
- Reporting
- Holistic Data Vision
- Business Intelligence
- Right Information at the right time

Business Benefits
- Inform Stakeholders with real information
- Notifications to encourage return visits
- Link data sources from other vendors
- Total control over content
- Understand your visitor
- Tailormade content
Cultural & Heritage References

- EV Museum app
- IMM Museum
- MNG
- Rockmuseum
- TextileStGallen
- Verkehrshaus der Schweiz
Before, during and after the museum

Holistic mobile museum app

CONNECT WITH, AND INFORM YOUR VISITORS

| Turn mobile devices into digital museum guides. |
| Content-rich application that features all desired content, Multimedia, Multilingual, Multilayered |
| Visitors have all the museum information they need at their fingertips. |
| Added social media features allow to connect and interact in real-time. |
With digital wayfinding

Solution with minimum hardware requirements

EXPLORING THE MUSEUM HAS NEVER BEEN EASIER

- Indoor and outdoor navigation, complemented with 360° view to guide and navigate visitors.
- Minimum hardware requirement.
- Featuring interactive floorplans.
- Mobile friendly floorplan design, in 2D or 3D.
- Intuitive mapping in the content-management system allows for a simple “drag & drop” of the objects placed.
Education and entertainment

Digital technology used from a different perspective

INFORMING, ENGAGING AND ENTERTAINING IN A FUN WAY

Combining the use of wayfinding with other elements of digital technology, such as augmented or virtual reality and e-vouchers, empower the museum to engage with visitors in an entertaining way.

Examples:
- Digital guestbook
- Treasure hunts, quizzes
- Educational games
- Personalized messages
Interactive showcases
Your museum guide brings the stories to life

EXPLORING AND INTERACTING WITH THE HIGHLIGHTS IN YOUR SHOWCASES

Remotely visitors could use your museum app to trigger light, sound, music effects as well as mechanical movements within the preserved environment of the showcases.

In combination with augmented reality the stories behind the objects are resurrected.
Sights, hotels, restaurants, events
Where to go and where to be

TAILORED RECOMMENDATIONS

Management teams can provide visitors and guests with useful information about the City of your museum.

They can promote and inform guests about special events, related sights, partner hotels and restaurants.

Provides opportunity for business partnerships within the city.
Food and beverage integration

No waiting lines, more relaxation

FOOD SERVICE FOR YOUR VISITORS HAS NEVER BEEN EASIER

Your museum app can integrate mobile food & beverage ordering and payment from the restaurants, cafes, food kiosks and souvenir shops in and around your museum.

Visitors can save time, avoid waiting in line and enjoy fast reliable food service for a more enjoyable museum experience.
Content management system
User-friendly and intuitive data management

Keep relevant information up-to-date in real time

- Content can be uploaded by museum staff with a template-based, user-friendly admin-solution.
- It is available both on desktop and mobile devices.
- Up-to-date content as well as last-minute changes in real-time are supported.
- Common interfaces to existing databases are ensured.
Visitor analytics

With seamless capture and collection of raw data

TAILOR MADE ANALYTICS TO DETAIL VISITOR BEHAVIOR AND TRAFFIC PATTERNS

Individually designed reports to unveil the information that is relevant and indispensable during the museum visit. Use insights to plan new exhibitions.

Favourite exhibits, most visited guided tours, time spent, most visited area/sector, etc.

Next generation analytics tool is not only aligned with XPONIA’s database for efficient and seamless data capture but can also capture data from other systems across the business.
CONTACT

Would you like to learn more? Request a demo! We are delighted to hear from you.

contact@xponia.com