

AUGMENTED ROUTES



Co-funded by the COSME programme of the European Union



Greenways HERITAGE

Hof van Busleyden, Mechelen May 21, 2019



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Conversion Through Immersion

Premium VR · AR · 360 · 3D

































Web & Strategy Awards, Use of New Technologies





AUGMENTED ROUTES



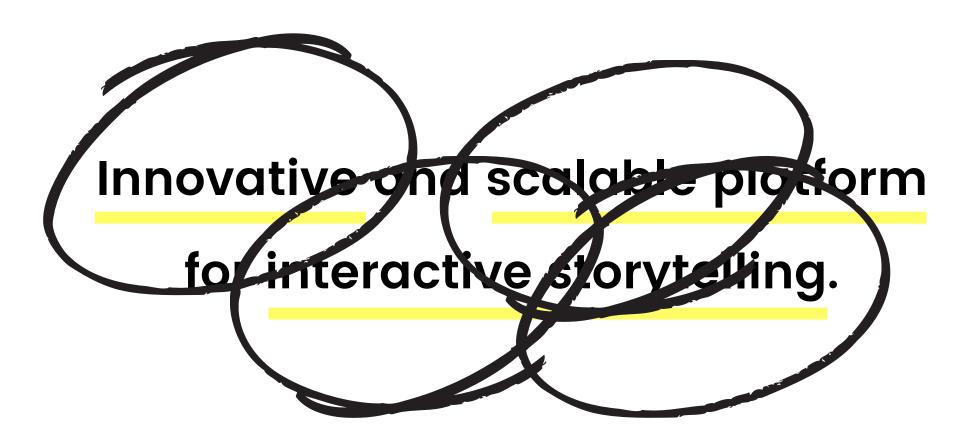


Mobile app & content management platform

for location-based interactive content.





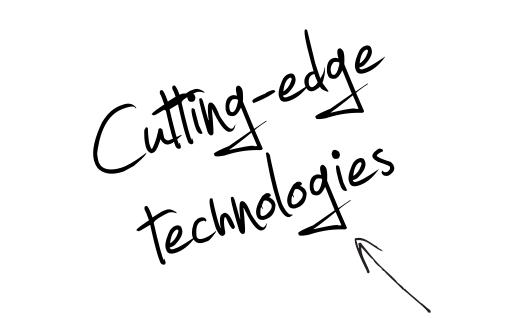




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BUZZWORD BINGO





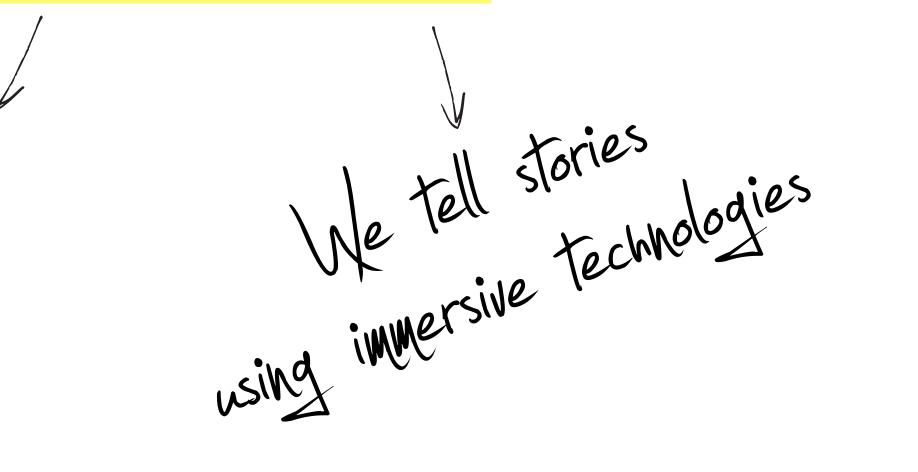
Innovative and scalable platform

for interactive storytelling.

Interaction with The audience



based



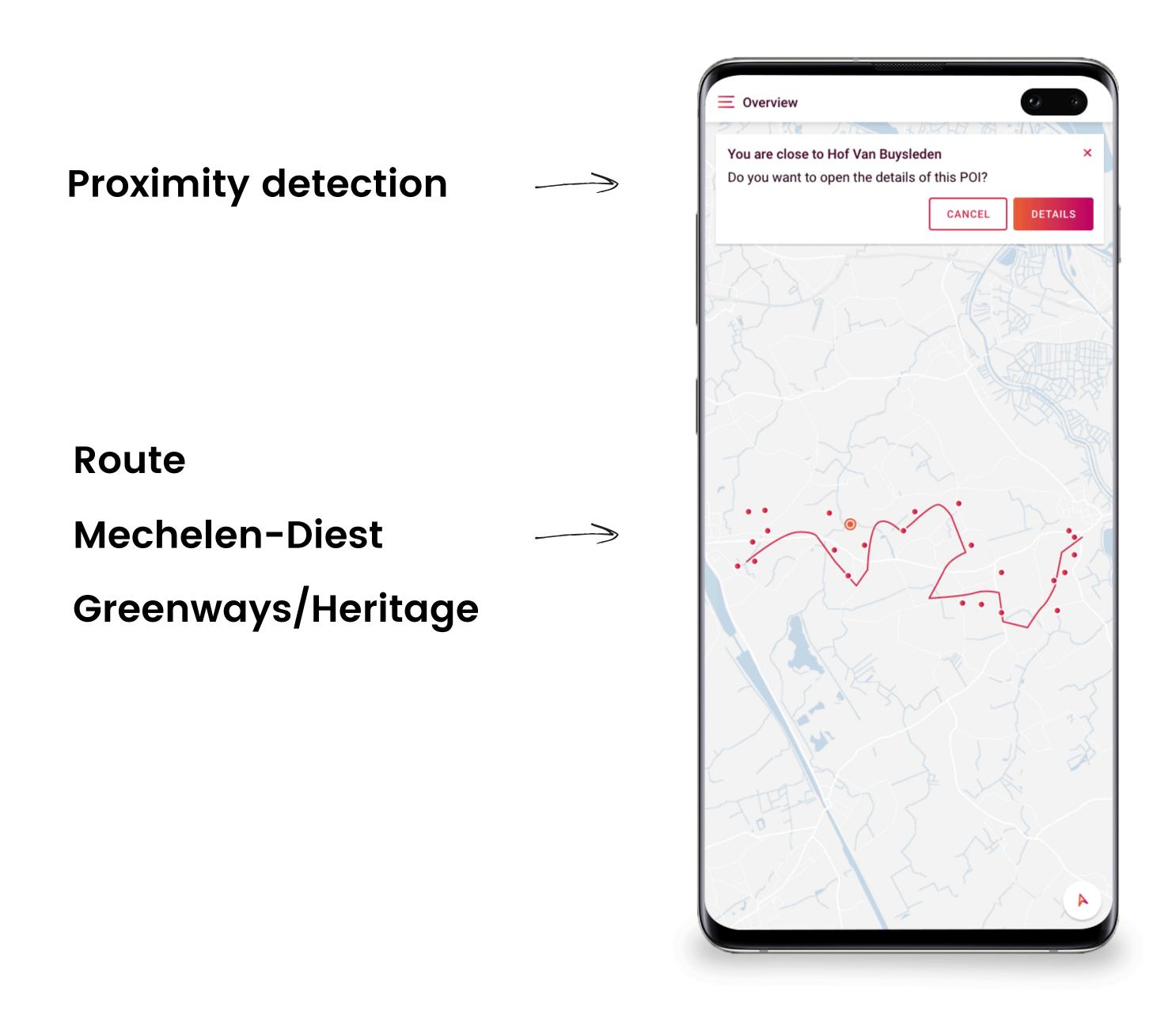


Historical, actual or in the future.



Location-based

Points of interest connected through a route.





360/Virtual Reality, Augmented Reality, text, photo, video, quiz



Immersive content

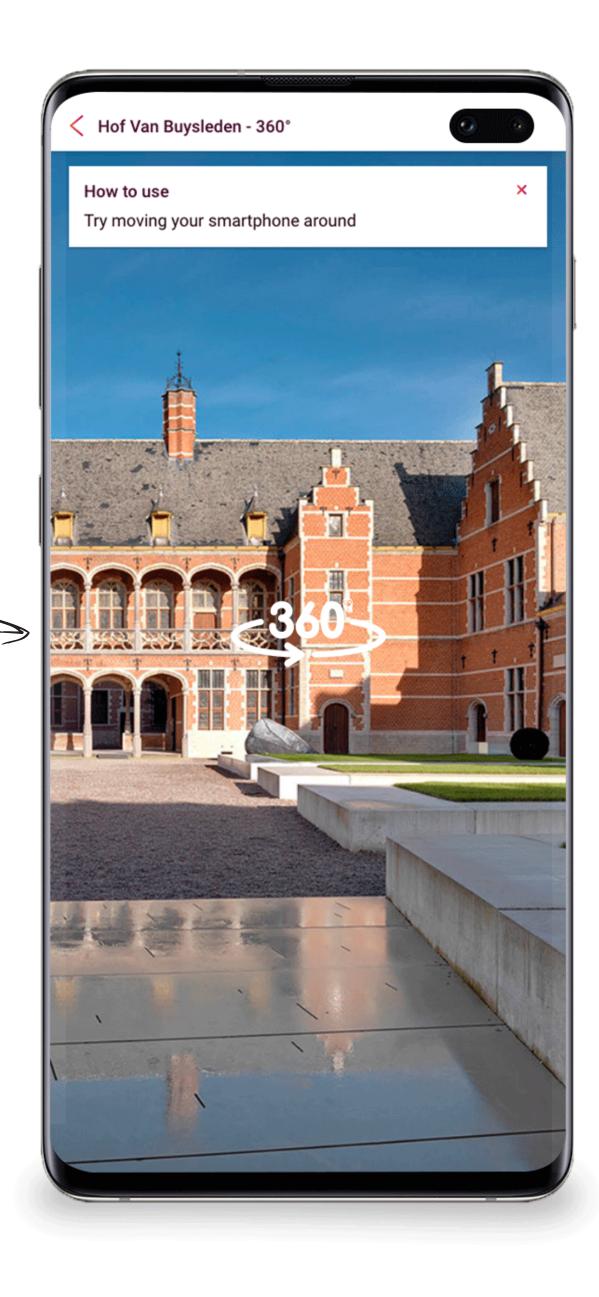




Immersive content

Virtual Reality / 360

360 Virtual Reality content --->







Immersive content

Augmented Reality

Augmented Reality

Beguin as your guide



Less scary animated.



Immersive content



Foto / Audio / Video

Photo / Video / Text





From 1384 up to 1530 Flanders lived through its very own Golden Age. The Burgundians ruled over Flanders and let a new wind blow. The Burgundian century stood for wealth, creativity and refinement. A new renaissance radiated across the whole of Europe.

Mechelen was the capital of this empire and was an irresistible attractive force to influential thinkers, makers and doers of that era. Prominent people such as Charles the Bold, Charles V, Thomas More, Gerardus Mercator and Rembert Dodoens. Hof van Busleyden, a stately city palace in the heart of Mechelen, introduces you to that priceless heritage. You'll feel the Burgundian court culture as if you were there, in between the authentic masterpieces of Flemish and other masters. Hof van Busleyden looks back to that glorious history of the city, and thinks about days to come.



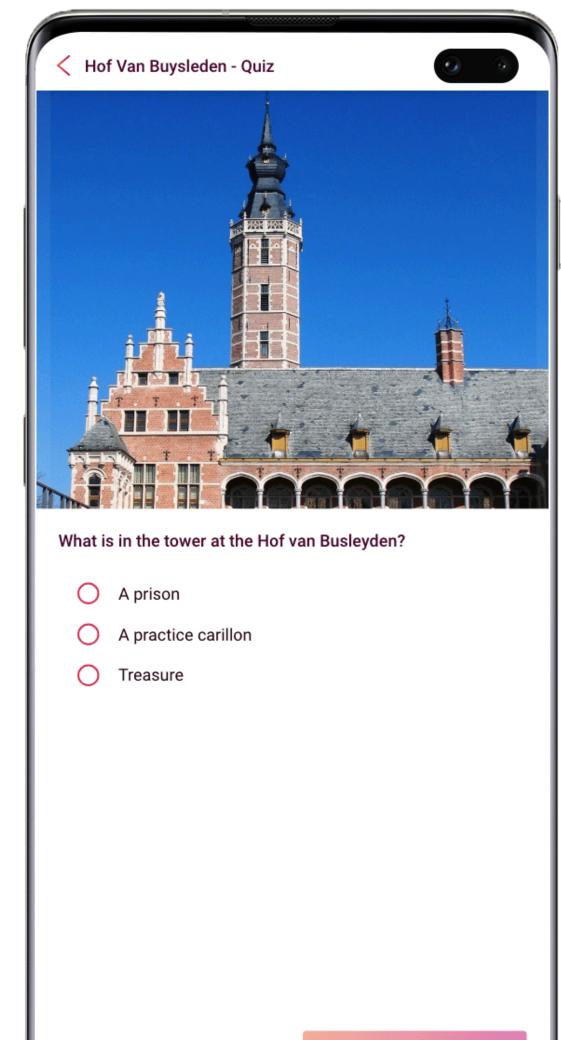


Immersive content

Quizzes

Location-based

Quizzes



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NEXT QUESTION



First Augmented Route: Mechelen/Diest Launch: Summer 2019 Today: Live sneak preview of the beta!



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Summer 2019

Launch with 30 locations!

Combination of 360/VR, AR, Quiz, Text, Photos











Summer 2019

For iOS en Android, on the App Store and Google Play!





AUGMENTED ROUTES





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