



AUGMENTED ROUTES



Co-funded  
by the COSME programme  
of the European Union



*Hof van Busleyden, Mechelen  
May 21, 2019*



poppr



# Conversion Through Immersion

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Premium VR · AR · 360 · 3D



# Virtual Mechelen



**Web & Strategy Awards, Use of New Technologies**



AUGMENTED ROUTES



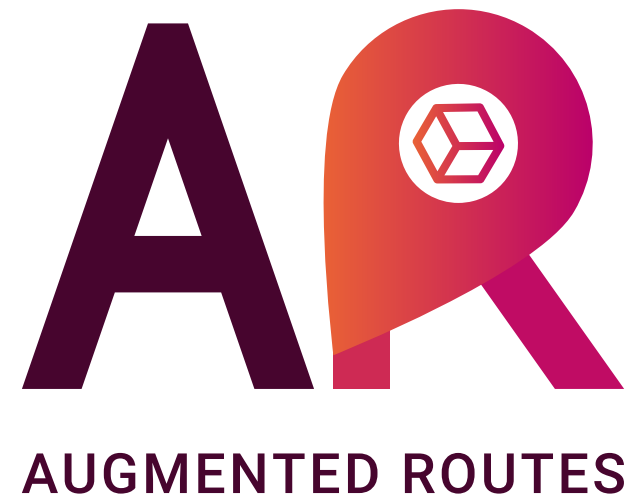
**Mobile app & content management platform  
for location-based interactive content.**



Innovative and scalable platform  
for interactive storytelling.

**BUZZWORD**

**BINGO**



Cutting-edge  
technologies

CMS-based

**Innovative and scalable platform**  
**for interactive storytelling.**

Interaction with  
the audience

We tell stories  
using immersive technologies

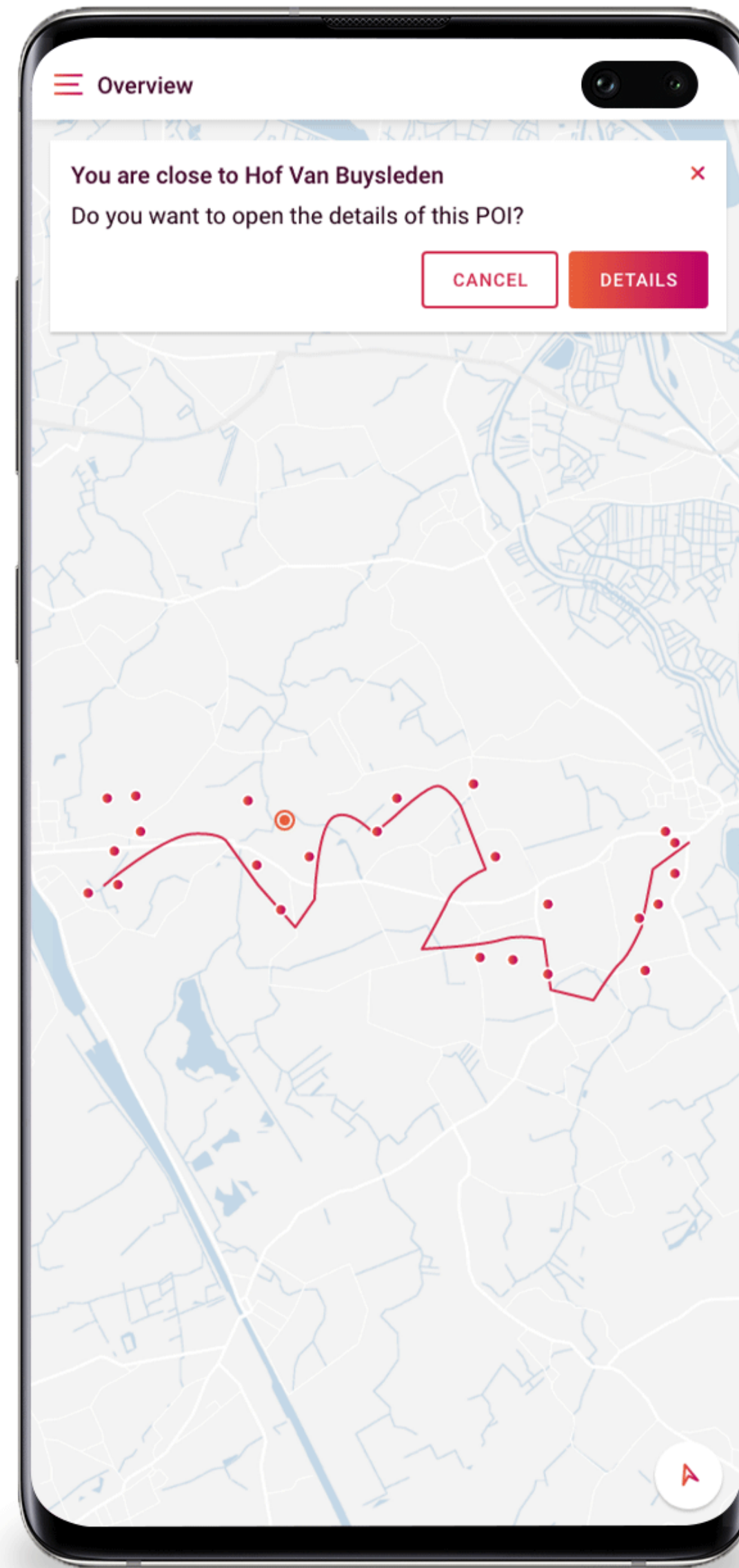


## **Location-based**

**Points of interest connected through a route.**

**Historical, actual or in the future.**

**Proximity detection**

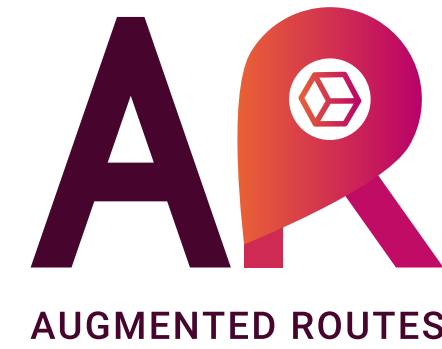


**Route**

**Mechelen-Diest**

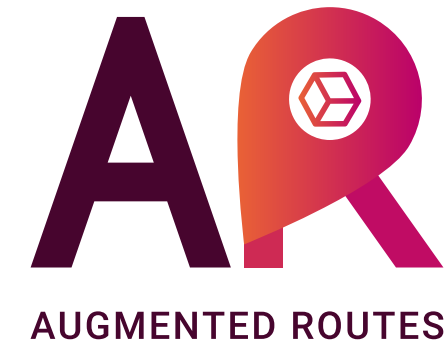
**Greenways/Heritage**





## **Immersive content**

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

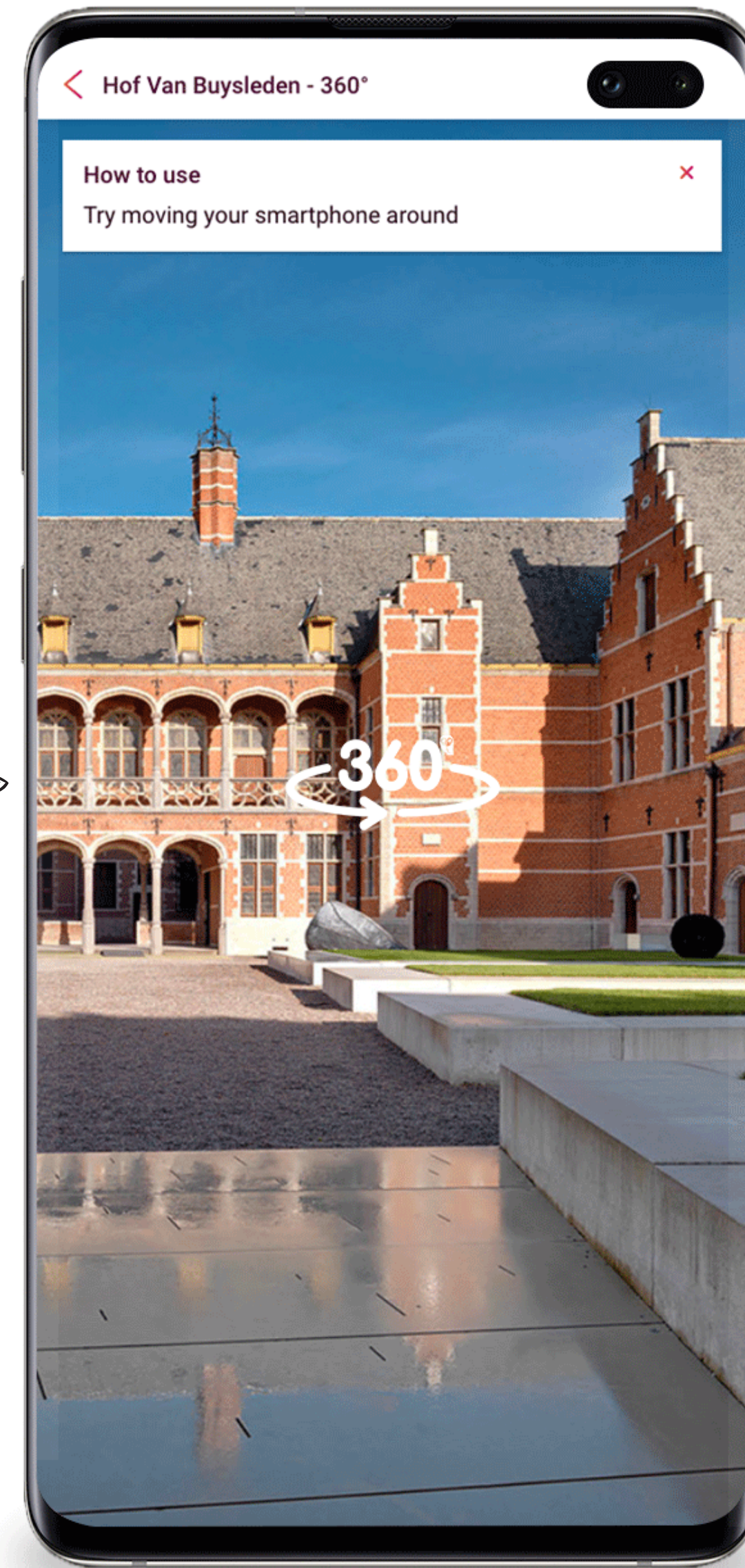


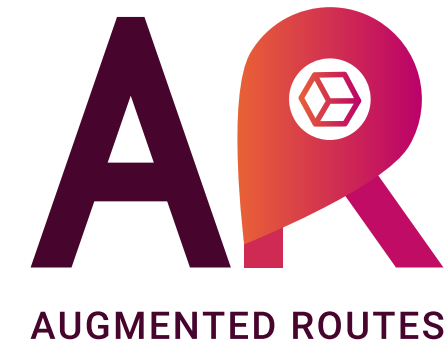
**Immersive content**

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**Virtual Reality / 360**

360 Virtual Reality content →





**Immersive content**

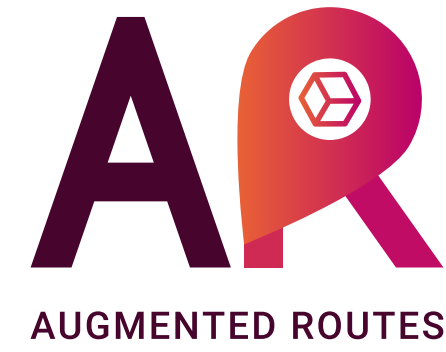
**Augmented Reality**



Augmented Reality  
Beguin as your guide



Less scary  
animated :-)

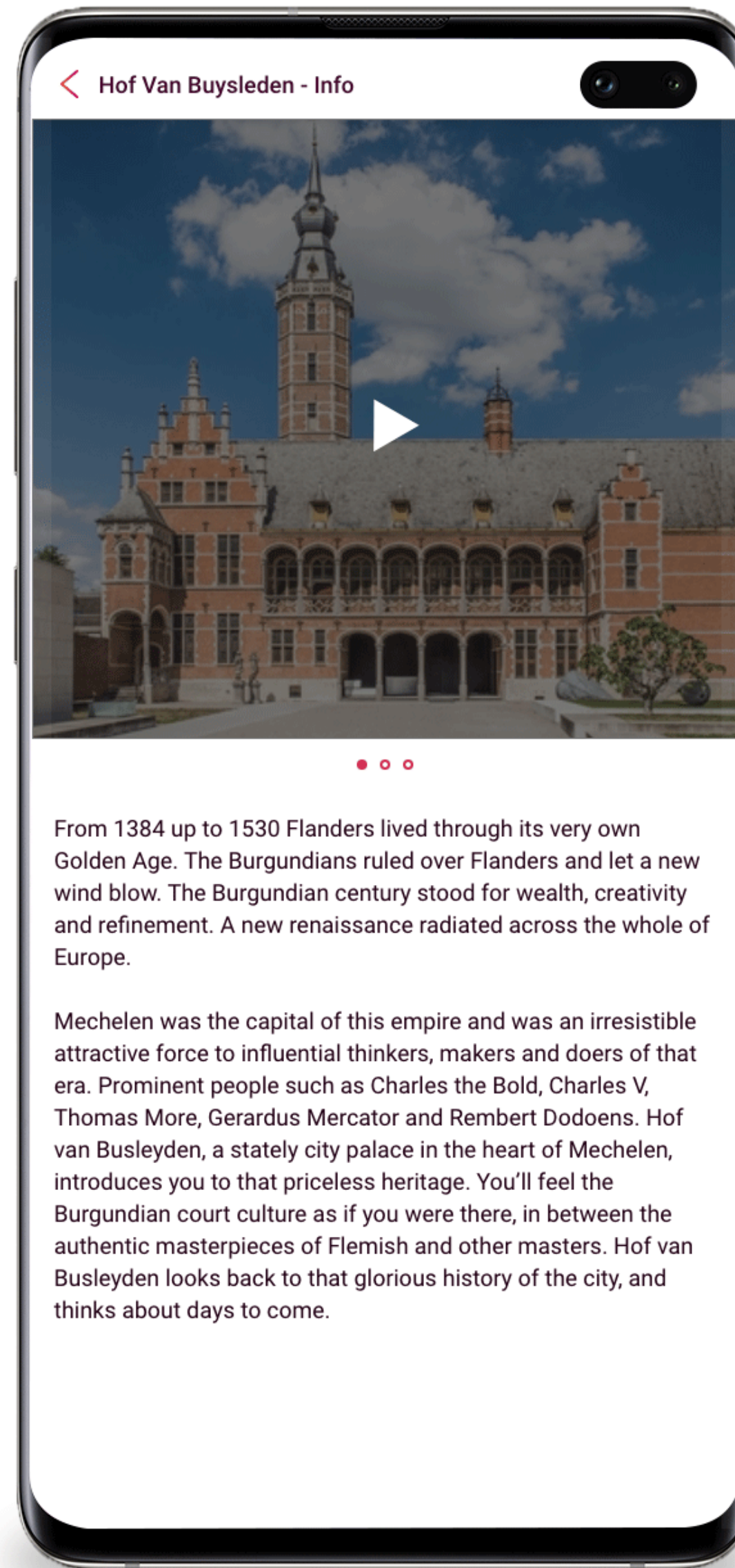


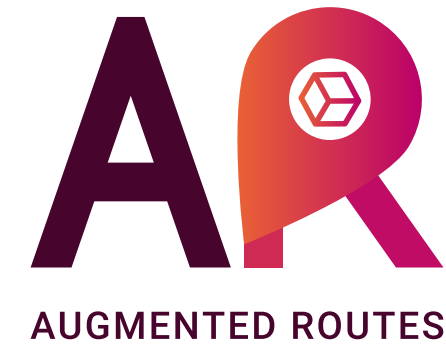
**Immersive content**

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**Foto / Audio / Video**

Photo / Video / Text



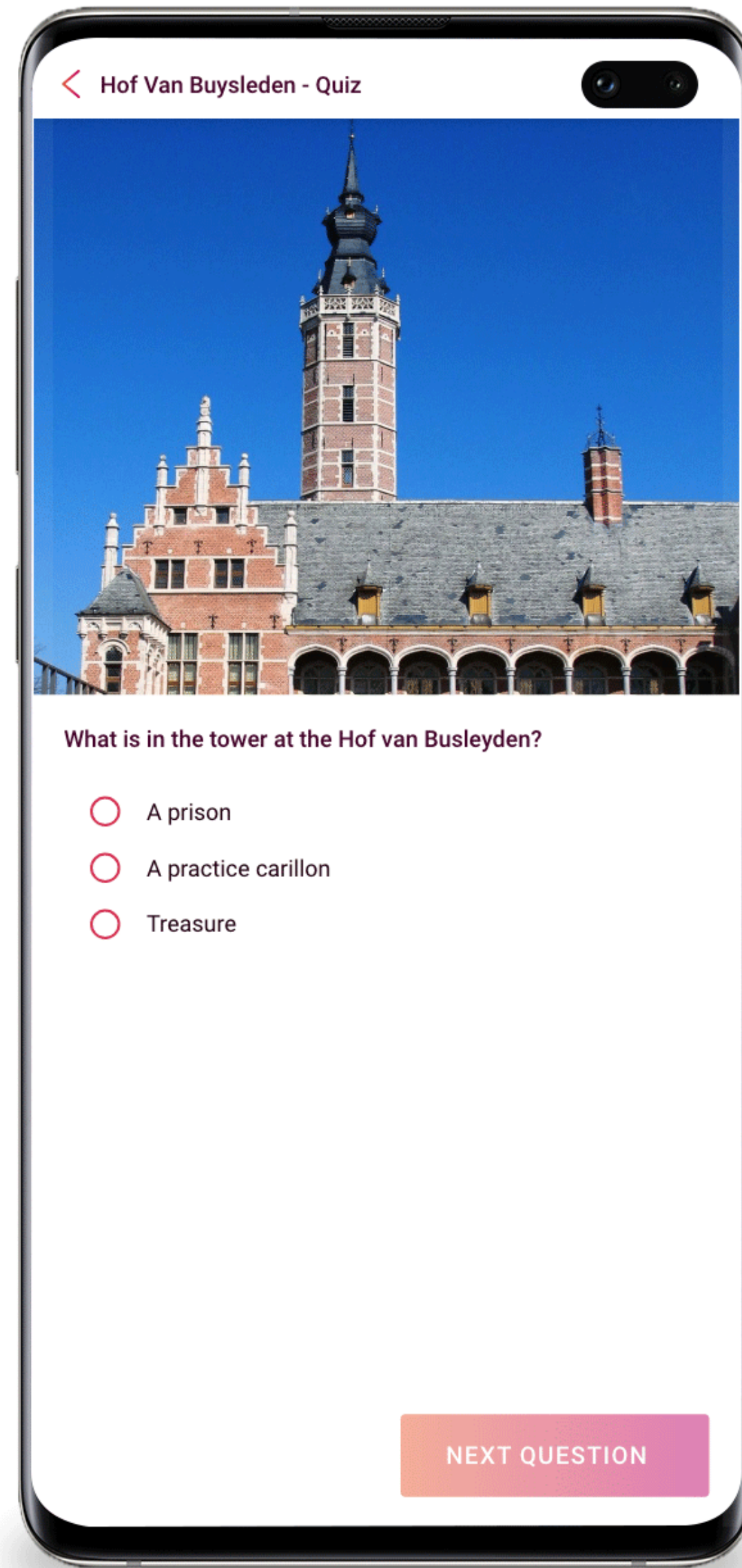


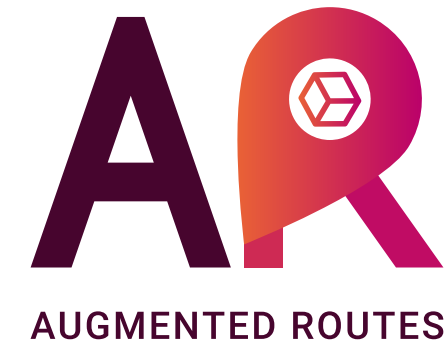
**Immersive content**

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**Quizzes**

# Location-based Quizzes





**First Augmented Route: Mechelen/Diest**

**Launch: Summer 2019**

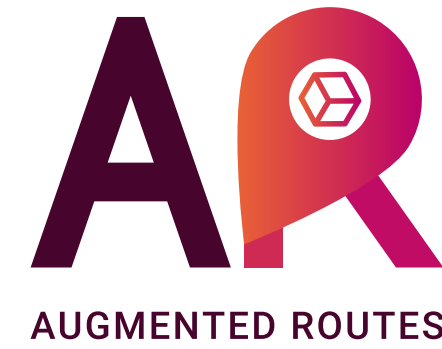
**Today: Live sneak preview of the beta!**



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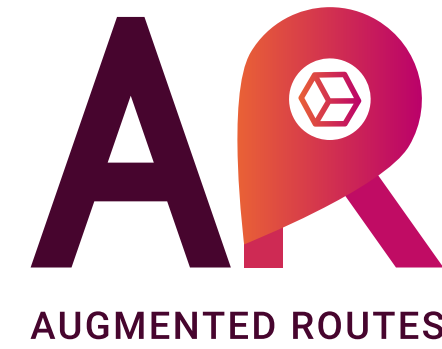
**Summer 2019**

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**Launch with 30 locations!**

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





**Summer 2019**

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

