



3.5 Implementation and dissemination of e-marketing tools and solutions

Output 3.5.2

Experience Report Implementation of Guiding System



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A Introduction

The following experience report was planned to describe the successful implementation of a guiding system to Fortress Rosenberg. Due to uncontrollable circumstances concerning an unsolvable conflict within the financing procedure, the project in the midst of realization process, had to be concentrated on a conceptual level.

But nevertheless it was possible to develop a state of the art and forward-looking concept for a future Multimedia Guiding System (MMG), that not only meets all needs and expectations but exceeded them. Through an extensive and elaborate examination process it was possible to articulate a concept framework.

This concept not only defines content and structure, but also the technical requirements and design. Its structure has been destined to dynamically fit onto every fortress with its individual context.

Based on this concept it will easily be possible to realize the MMG medium term.

B Task

The Task was to create a guiding system of innovative character, able to collect and offer Fortress related information and offering the visitor multilingual access.

The handling of the system had to offer a multilingual adjustment as well as the possibility to integrate different sort of media, such as textual, audiovisual and image information. It should as well offer the best possible orientation based both on QR-Code- and GPS-technology.

It was further required to create one system serving the needs of different target groups, such as families, adults and children/ teenagers. It should not only passively offer information but correspond dynamically and activating with the user. This required a creative solution that imparts knowledge by actively involving the user.

In the beginning it seemed important to offer these guiding services both mobile and static at media spots.

As a result of the Transnational Workshop (see C.1) it at this very early stage became clear, that static information systems, like with media spots, won't be capable of providing the future user with enough mobility within the Fortress monument and therefore would even more prevent the visitor from actively exploring the Fortress Monument. A forward-looking innovative system had to acknowledge the fact, that almost every visitor of a Fortress possesses a cell phone with a variety of smartphone functions. Therefore we focused on a guiding system referring to the broad use of smartphone-technology, commonly used as cell (smart-)phone, tablet and laptop-tablet – as well as on a system, that is determined for flexible and dynamic handling.

C Realization

1 Preparatory steps

As preparatory steps first contacts were made with experts on audiovisual information technologies on a national range. During these first contacts we collected overview information on the technological state of the art and the possibilities of modern web-based multimedia guiding technology.

2 Transnational Workshop (3.1.5)

On bases of these preparatory steps we developed the workshops thematically structure and its key aspects. This lead to a research for experts willing to contribute a lecture, the definition of the timetable and finally the general invitation for all partners of Forte Cultura and interested guests. The Workshop: "Multimedia Guiding & Fortress Heritage. Insights – Facts – Potentials" was held in Kronach, November 2012.

3 Technical Requirements

The next step in the ongoing realization process was the engagement of a technical consultant, who as an external expert helped the cities project group to elaborate the content related and applied aspects of the project. On basis of this "groundwork" we were able to define further needs of this complex technical implementation and set a binding time frame for the project realization.

On the basis of these procedural-organizational stipulations we were planning to call for proposals of service providers, capable of carrying out the technological part of the investment within the given timetable and financial frame. But as fundamental problems occurred, we had to acknowledge, that it won't be possible to realize the project as planned and therefore redefine the projects frame.

4 Conceptual work

Beside the technical requirements we had to define the content-frame, based on the project objective and the results of the Transnational Workshop.

Especially the necessity to create a sustainably system, that is able to adapt on the fast developments within the digital media. After the frame was set, we called for proposals.

D The Multimedia Guide (MMG)

The Multimedia Guide meets all mentioned requirements and needs.

Its structure is as follows:

1 Basic features

Basic information on the fortress: opening hours, guided tours, exhibition etc.

Detailed information about buildings, the history and development of the fortress

Complete and connect existing offerings like guided tours or museum education

Get in touch with new audiences and provide an attractive way to discover the fortress

Set up a network with other local offerings (culture, events etc.) and European partners

2 Layers of Information

Adventure layer

Quests and games to discover the fortress and its exhibitions for families, kids and teenagers

Added value layer

Special information about buildings, pictures, movies and more – you can only get with this multimedia guide

Local information layer

Localized information about buildings, special offerings – all you need for orientation

Basic information layer

All general information about fortress, history, guided tours – all you need to arrange your visit

3 Responsive Design

Scalable layout, which fits automatically to all screen sizes of different devices like desktops, tablets or smartphones

Website based system – viewable at home or on mobile devices

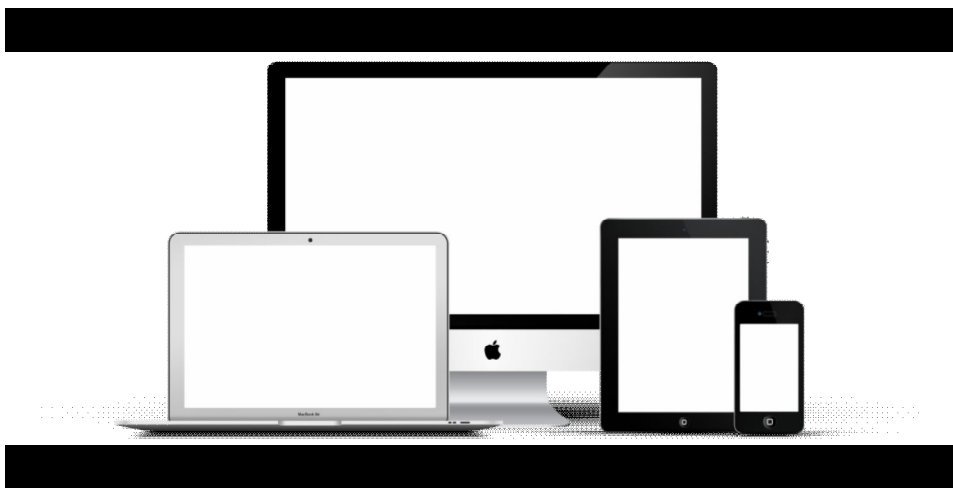
No apps or app-store needed

Independent of OS releases or device updates

Easy updates and add new content in real-time

Low cost for maintenance

Easy to expand and to add new features



4 Navigation

Main Menu

navigation with menu buttons or touchscreen-friendly „off-canvas“-solution on mobile devices

Information Fields

clicking cross-linked patterns at the homepage gets you to detailed information

Overview Map

navigation using the integrated map – choose one of the highlighted building by fingertip or mouse click

QR Codes

scanning codes at signs or buildings gets you direct to detailed information, pictures and goodies

Text Links

Links and tabs in the content pages lead to further information and cross-linked content (Forte Cultura Database)

5 Examples

General Information

Short summary of basic information

Detailed description

all facts described in detail

Image gallery

views, historic pictures and plans – all zoomable

Bonus content

Special information, secrets, questions & answers and other bonus items like 3D-panoramic views, “a look behind the walls”

Construction details

detailed facts about building history

Military information
Usage and military history

6 Adventure Games

Virtual meets reality
a guiding system that forces users to discover the Fortress in real life

Fun and adventure
playing virtual games as an adventure and appetizer for exhibitions and guided tours

Stories and characters (Example Fortress Rosenberg Kronach):

>Lucas Cranach – a mystic thriller including both, the Franconian Gallery and the historic city center of Kronach

>Charles de Gaulle – a WWI adventure to escape from Rosenberg

>“Quietsch” - the little knight! – a funny adventure for kids and families about living on an medieval Fortress