



# Explore culture in new ways

Best practices for apps, media guides &  
digital visitor experiences

**fluxguide**

# fluxguide

We create individual visitor experiences and develop new ways of digital knowledge transfer worldwide - from conception to implementation (workshops, time & budget planning, UI/UX design & software development).

For more than ten years we have been designing innovative apps in the fields of museum, smart city, outdoor as well as tourism and are engaged in research and development.

**fluxguide**

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**Apps &  
Media Guides**

**Collection  
Explorer**

**Exhibition  
Installations**

**Learning Platforms &  
Gamified Education**

**Workshops &  
Consulting**



PHOTO: WIEN MUSEUM

# Deutsches Museum

MUNICH, GERMANY

Visitors receive curated tours or compile their own individual tour. Indoor positioning and a dynamic display of nearby objects help with orientation. The app offers extensive personalization options such as avatar selection, selection for light or dark app design, listing of memorized exhibits and exhibitions.

Audio- &  
Multimedia Guide

Near-Me-Modus

Personalization

Indoor  
Positioning



More about the project



# Kennedy Space Center

ORLANDO, FLORIDA

fluxguide tells the NASA story. Multimedia, context-sensitive and in 14 languages. Augmented reality brings space shuttles to life, maps provide orientation. In cinemas, visitors listen to the movies in their own language. All via app on mobile guides. A unique learning mode enables new ways of teaching for school classes.

Multimedia  
Tours

Context-  
sensitive

Augmented  
Reality

Learning Experiences  
for School Classes



More about the project



# Schloesserland Sachsen

GERMANY

fluxguide develops a joint hub app for over 50 adventure locations. Thanks to a data-based trip planning engine, users receive a personalized route. Information on all locations, exciting multimedia tours, AR experiences & interactive mini-games where vouchers can be collected complete the offer.



More about the project

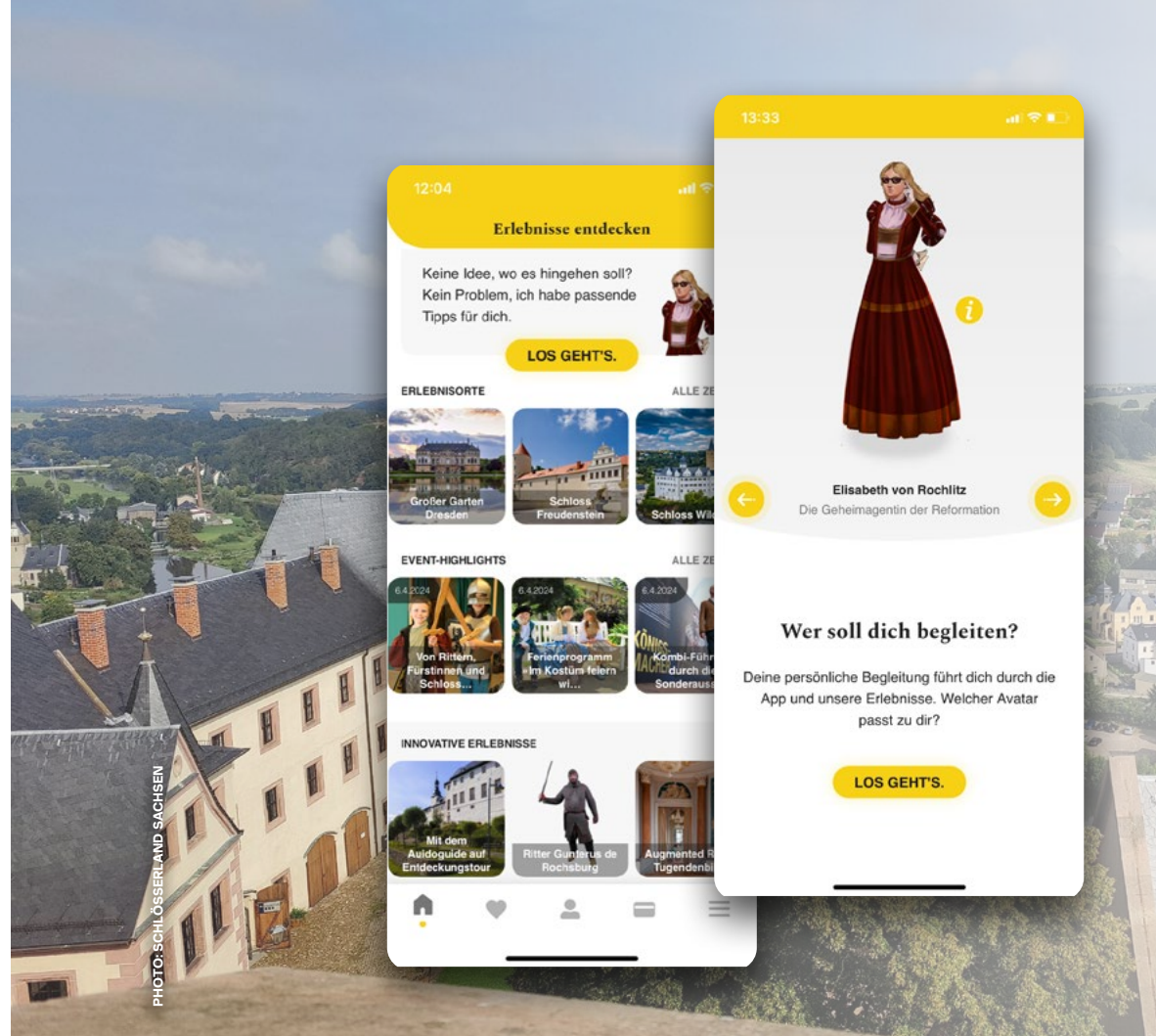
Interactive  
Site Map

Recommendation  
Engine

Personalized  
Travel Partner

Ticket Integration

Infos about all Services,  
Attractions & Events



# Ozeaneum

STRALSUND, GERMANY

Avatar Walfred accompanies visitors along digital spots in the museum in a chat format. A daily updated overview shows all events, guided tours, feeding times and activities and can be notified in time via push alert. 360° views and maps help with orientation.

Avatar based  
Storytelling

iBeacon  
Touch

Gamification &  
Reward System

Push Notifications



More about the project

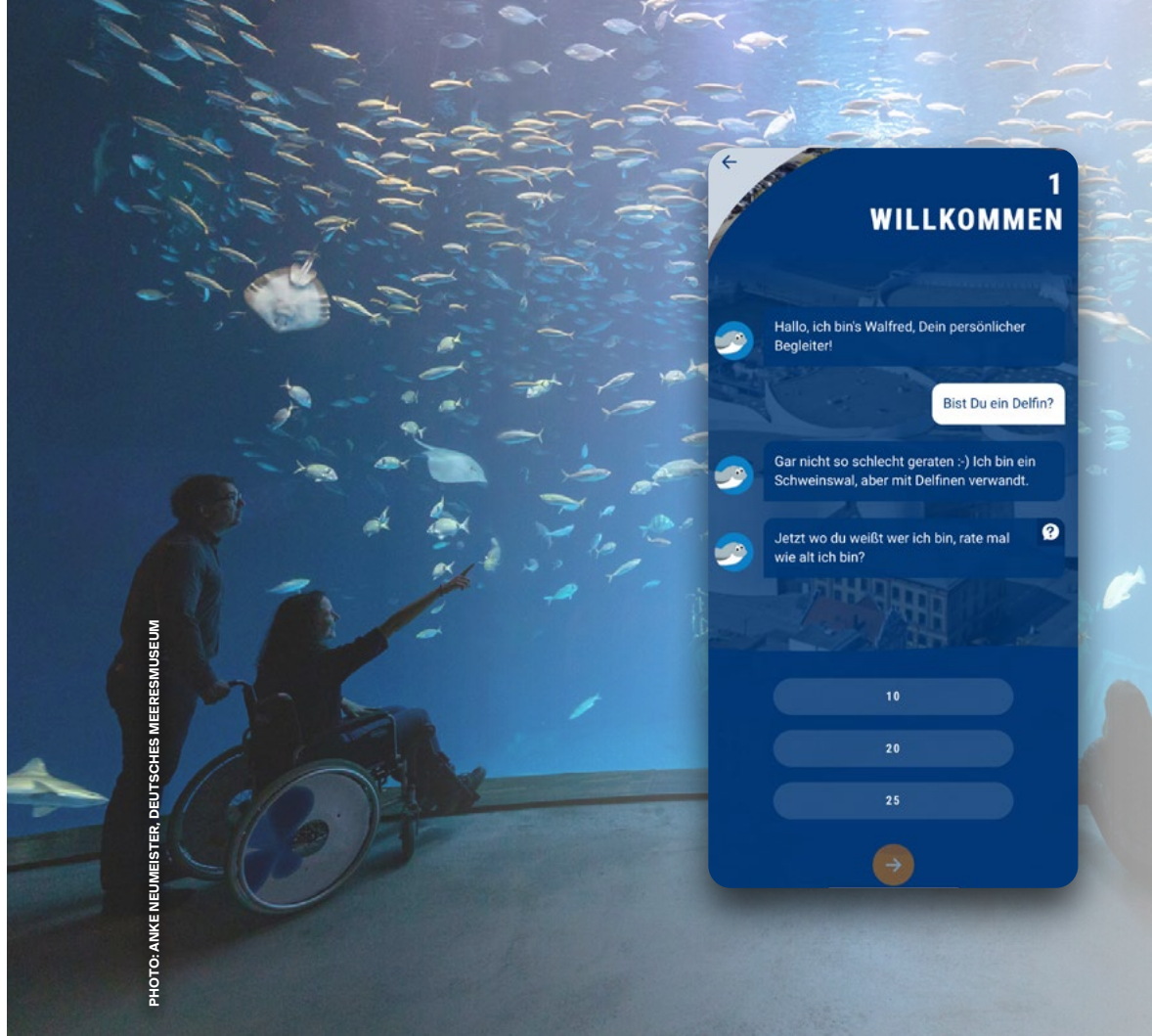


PHOTO: ANKE NEUWEISTER, DEUTSCHES MEERESMUSEUM





# Nationalpark Hunsrück-Hochwald

SAARLAND, GERMANY

The app offers guided tours and orientation for visitors to the National Park. Interactive maps and GPS tracking help to explore the park. „AR-Rangers“ and quizzes make the visit a unique experience. On smartphones & tablets for the visit on site!

Mediaguide

GPS  
Location

Augmented  
Reality

Learning Experiences  
for Children



More about the project

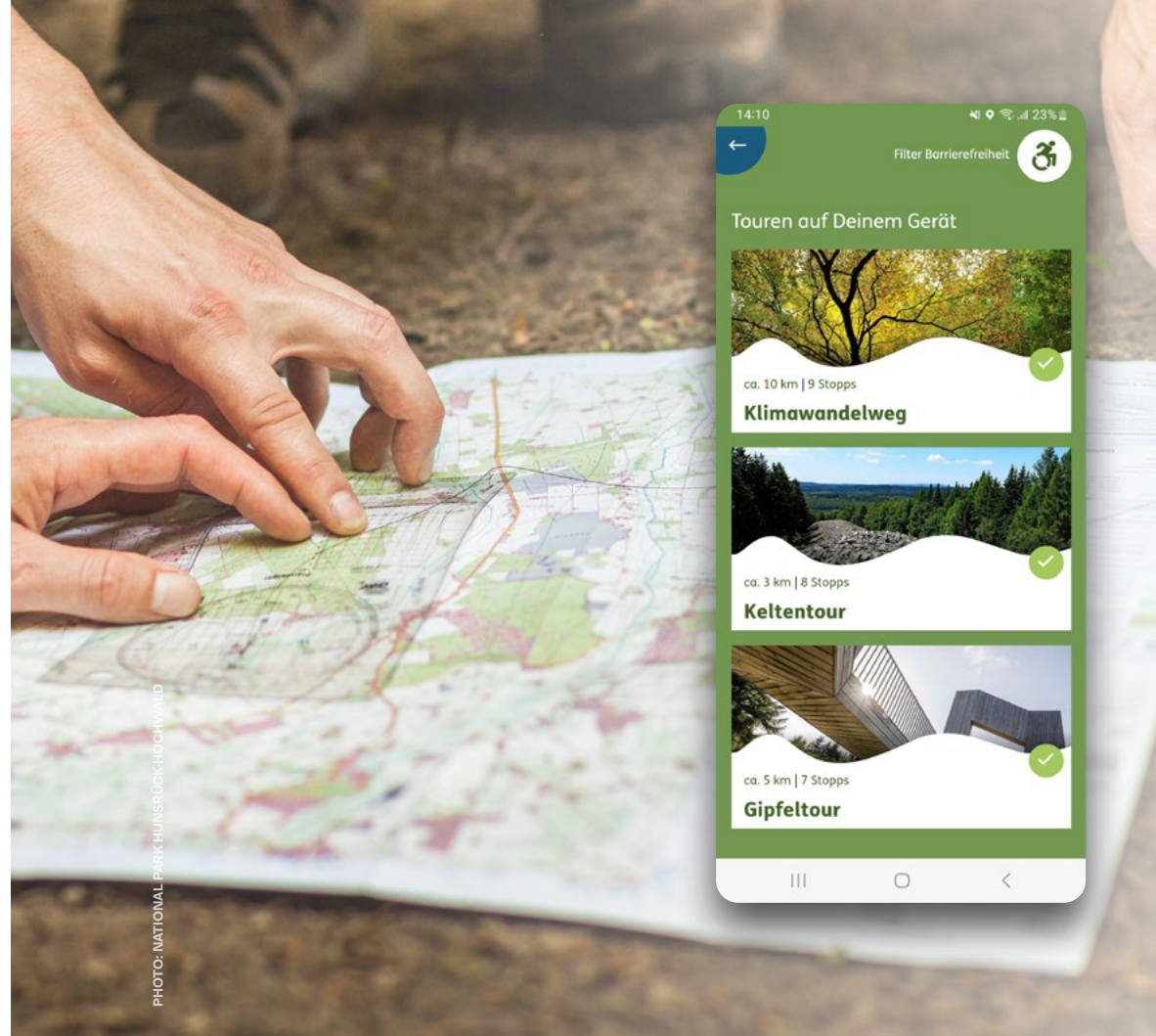


PHOTO: NATIONAL PARK HUNSÜCK-HOCHWALD



# Museum Reinhard Ernst

WIESBADEN, GERMANY

fluxguide developed a digital art education concept for the Reinhard Ernst Museum, from the didactic preparation to the actual implementation of the room. The result is the so-called creative room, in which visitors can discover abstract art for themselves with 6 different games.



[More about the project](#)

Digital  
Creativity Room

Gamified  
Education

Learning Experiences  
for Children

Interactive  
Installations



PHOTO: FLUXGUIDE

# Museum Rietberg

ZURICH, SWITZERLAND

The web-based learning platform „Next Click Nirvana“ conveys the world of Buddhism. Interactive tasks, multimedia information, a glossary and the artwork collection can be explored. Creative design on a mental board is also possible, as is the social media share of personal highlights.

Mobile  
Learning

Multimedia  
Glossary

Multilingual &  
Accessible

Gamified  
Education



More about the project

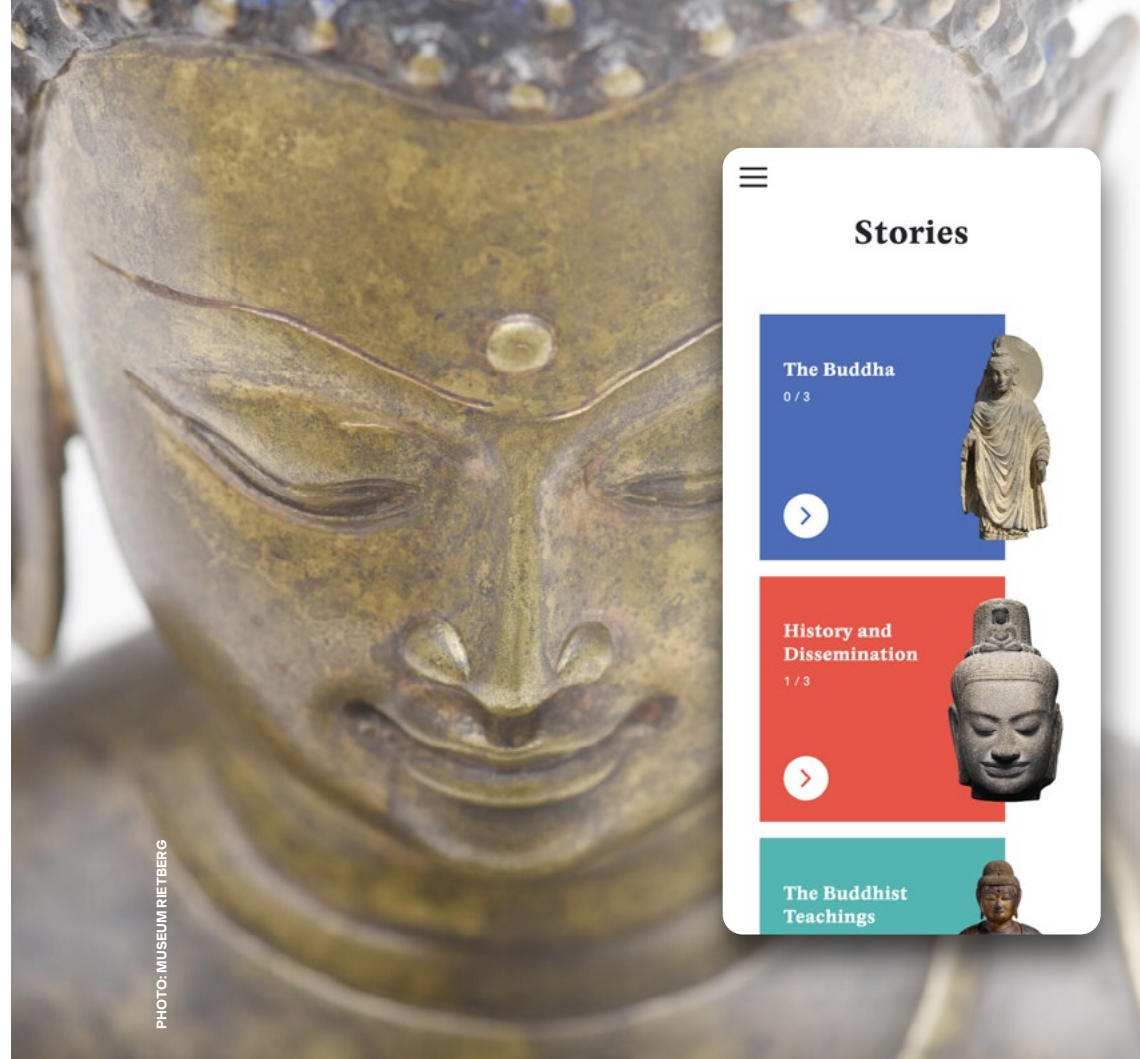
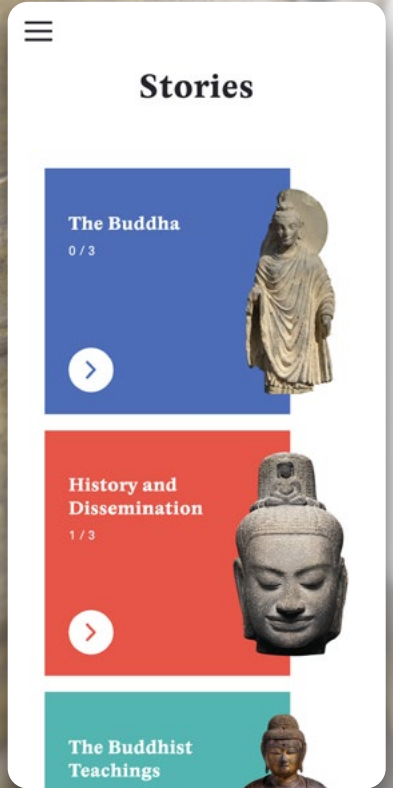


PHOTO: MUSEUM RIETBERG



# Natural History Museum

ST. GALLEN, SWITZERLAND

By touching knowledge spots (iBeacons), multimedia content about the exhibition is conveyed in the „knowledge mode“. The „play mode“ offers adventure paths through the exhibitions with entertaining interactive tasks, a reward system, games and a final diploma.

**Audio- &  
Multimedia Guide**

**Gamified  
Education**

**iBeacon  
Touch**

**Micro Content &  
Micro Learning**



More about the project

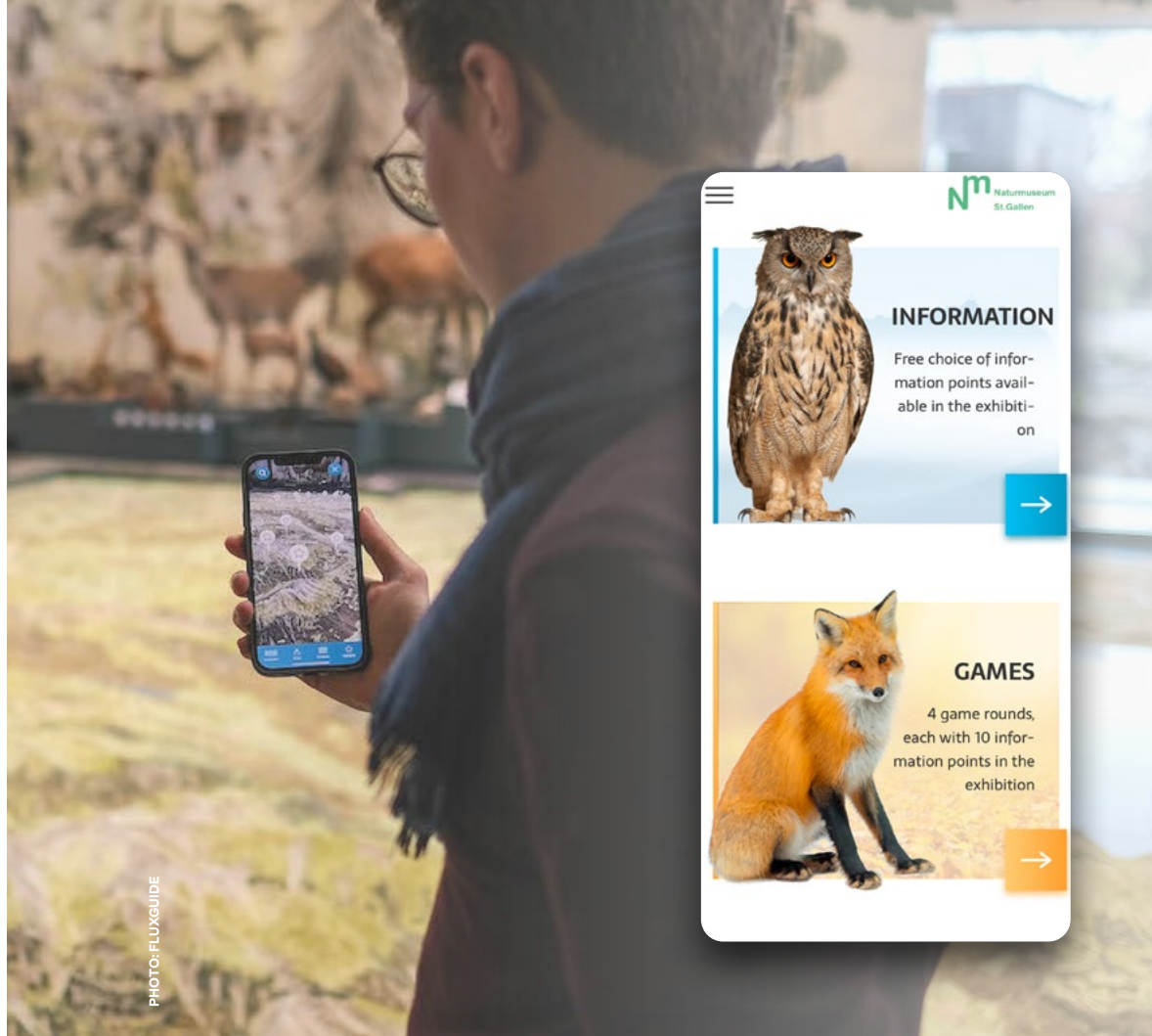
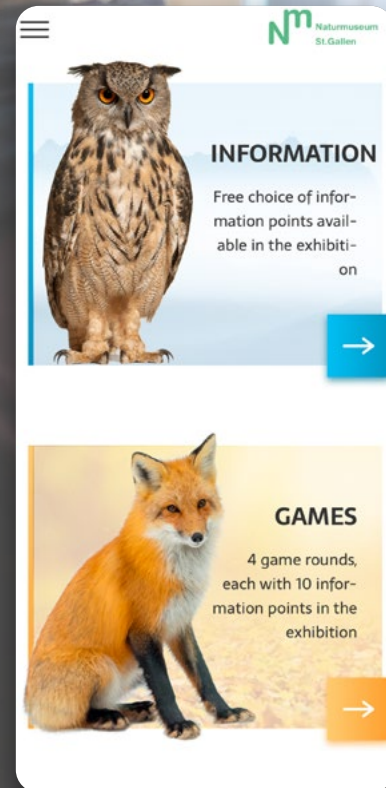


PHOTO: FLUXGUIDE



# Ovilava – Heroes of the Roman Times

WELS, AUSTRIA

Playful mediation of Wels' Roman past using augmented reality. At 9 locations in Wels, players solve exciting tasks and collect a delegation of Roman heroes. The game uses avatar based storytelling and micro-learning.

Interactive  
Mediation

Augmented  
Reality

Experiences in  
Urban Space

Micro Content &  
Micro Learning



More about the project



# Kunstsammlungen Chemnitz

CHEMNITZ, GERMANY

The museum app Virtual van de Velde turns the visit into an interactive learning experience by means of AR and gamification: Talking ancestral gallery, AR search & puzzle game and placement of 3D objects in the room. Using avatar based storytelling, the history of the villa can be experienced from different perspectives.

**Gamified  
Education**

**Augmented  
Reality**

**Avatar based  
Storytelling**

**Multiplayer &  
Schoolclass Mode**



More about the project



PHOTO: FLUXGUIDE

# Würth Collection

GERMANY

The app as a personal companion for all museum locations of the Würth Group. In addition to the multimedia tour, the app offers service information and a special „globe experience“: Go on a virtual trip around the world with Reinhold Würth and learn more about the milestones from the life of the entrepreneur.



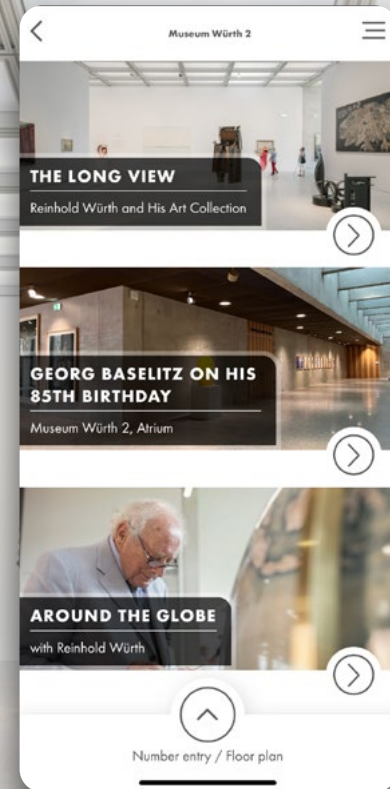
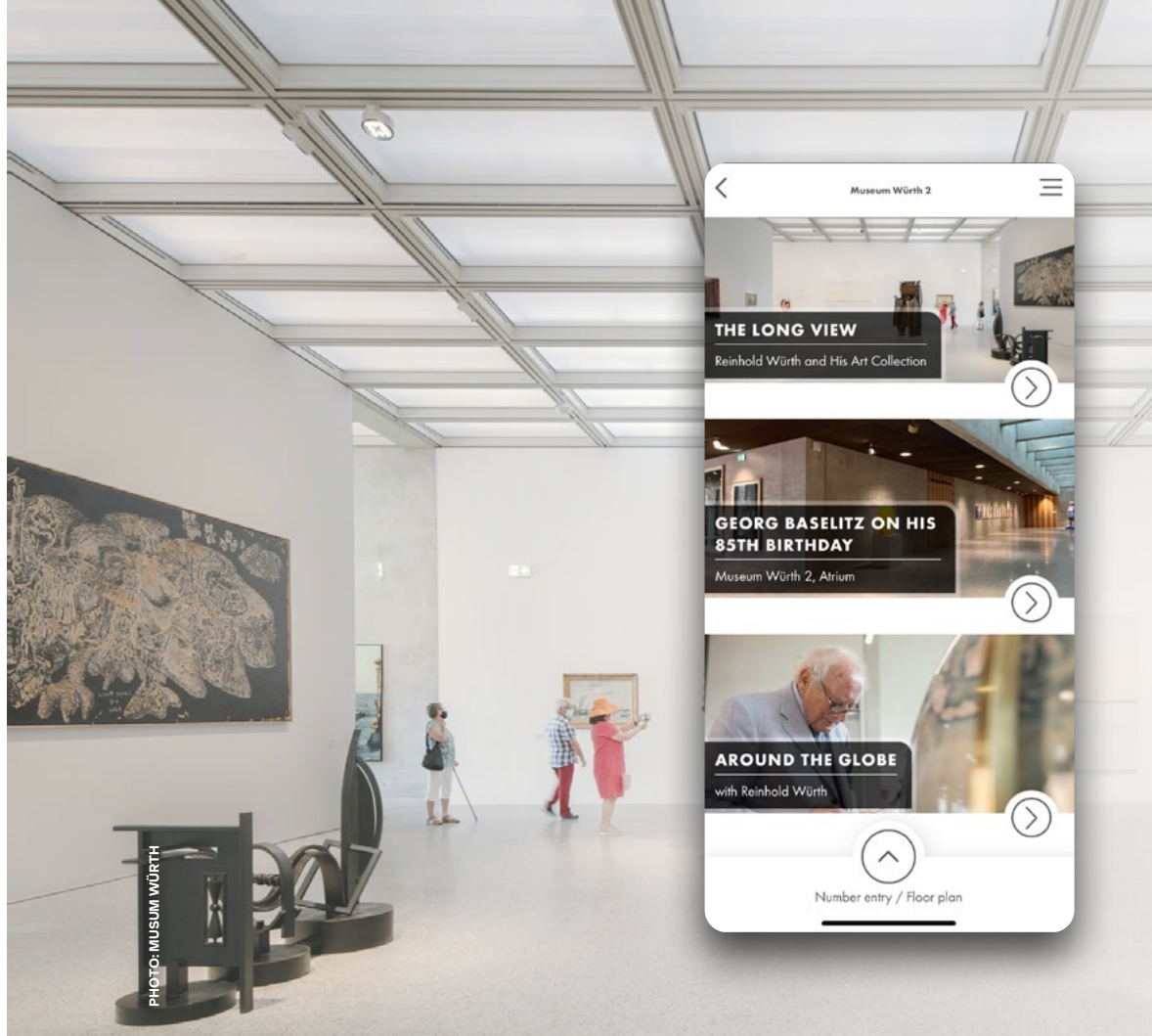
More about the project

Audio &  
Multimedia Guide

Multiple  
Venues

Indoor & Outdoor  
Navigation

Globus Experience



# Deutsches Bergbau-Museum

BOCHUM, GERMANY

Students, families and groups are sent on an interactive learning journey in the museum via app: Multimedia guide, learning platform, dialogic storytelling, and mini-games. For a holistic visitor experience, additional digital remote offerings are available before and after the visit.

Audio &  
Multimedia Guide

Interactive  
Storytelling

Multilingual &  
Accessible

Learning Experiences  
for School Classes



More about the project

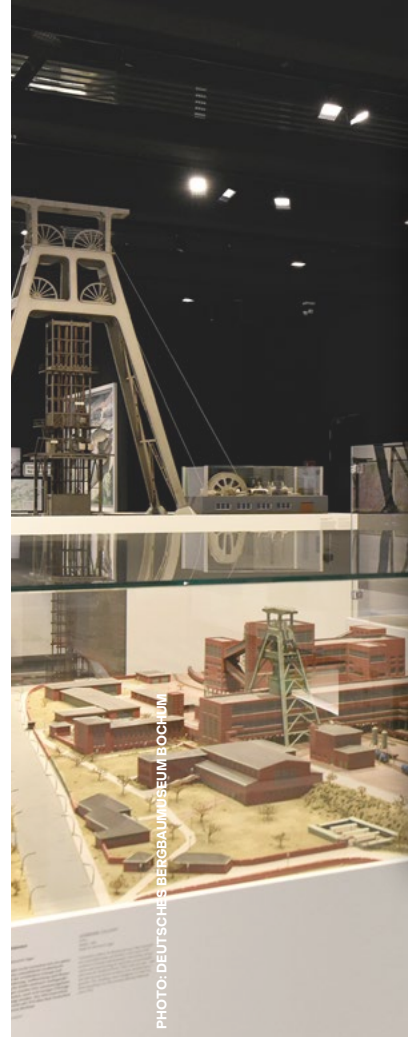
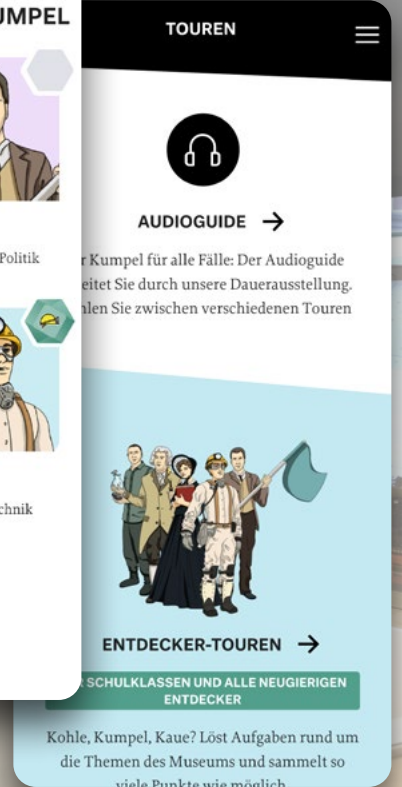
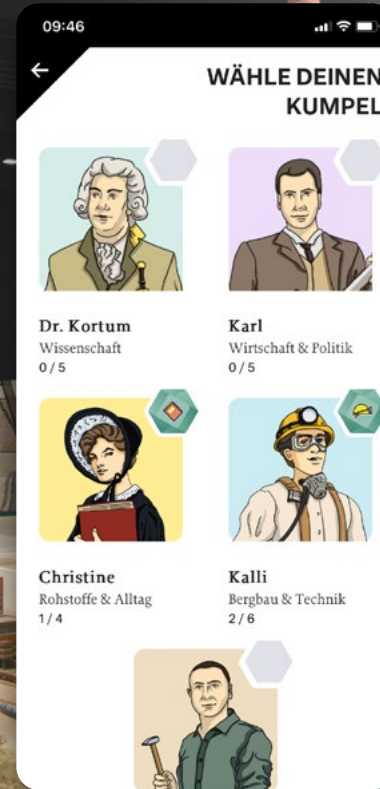


PHOTO-DEUTSCHES BERGBAU-MUSEUM BOCHUM



Kohle, Kumpel, Kaue? Löst Aufgaben rund um die Themen des Museums und sammelt so viele Punkte wie möglich.

# Vienna markets

VIENNA, AUSTRIA

fluxguide designs and develops the official app of the city of Vienna for over 20 markets. Location information, interactive market maps and directions are available on the smartphone. Intelligent product search, offer news and 360° impressions complete the service.

Interactive  
Directory

Product Search

360° Panoramas

Smart City



More about the project

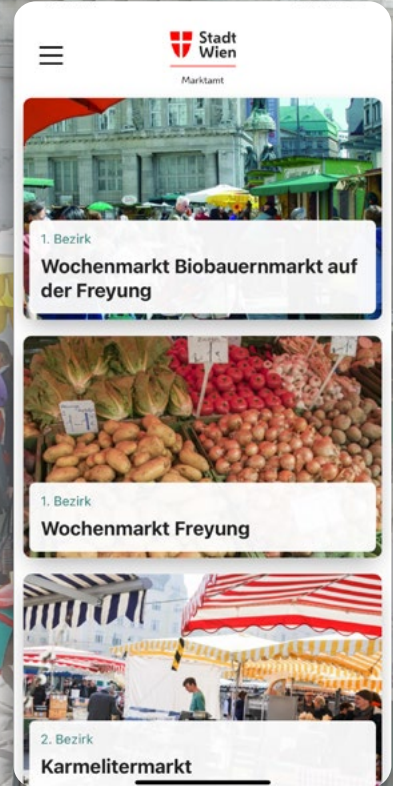
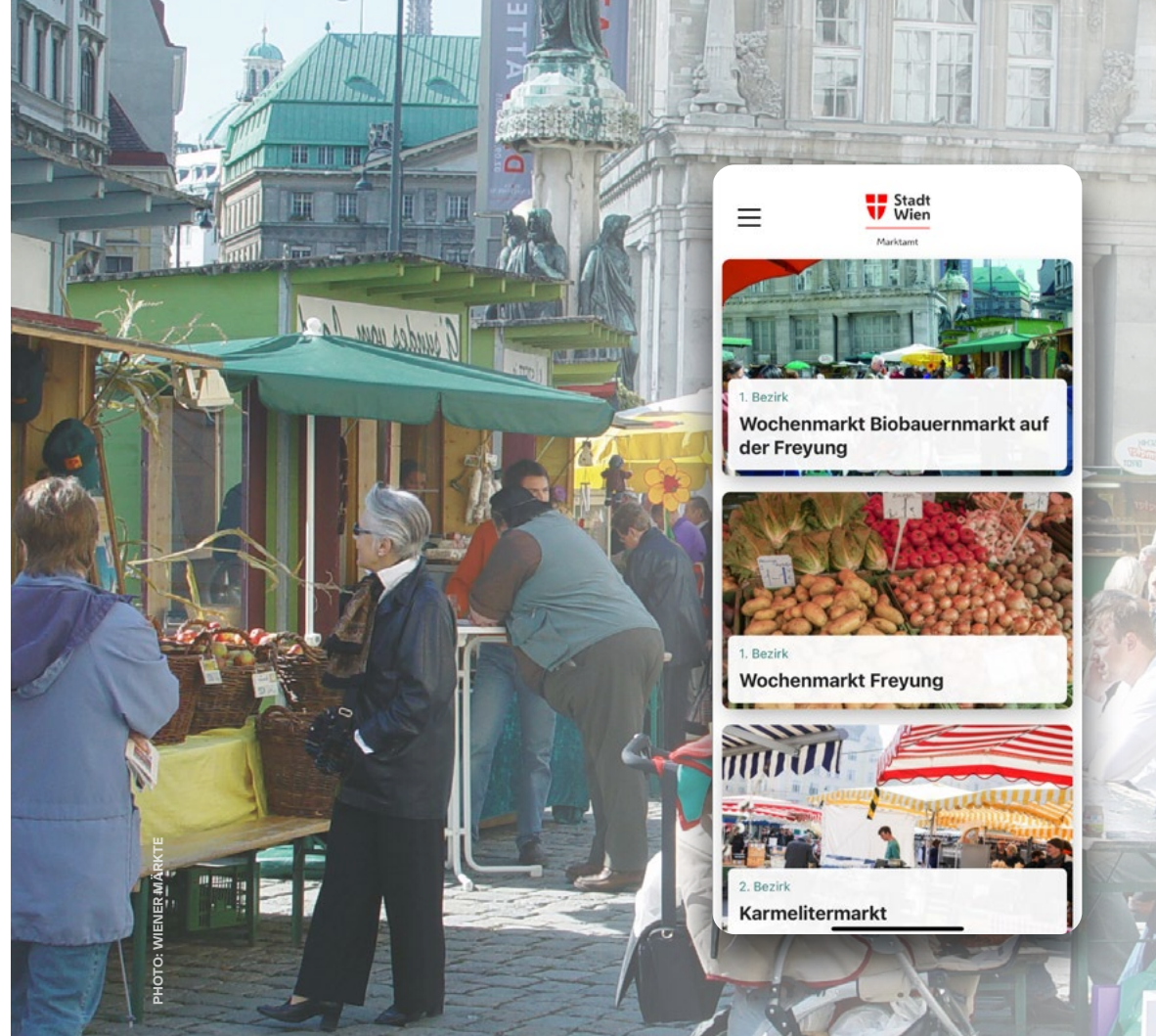


PHOTO: WIENER MÄRKTE



# OUR Generation

NORTHERN IRELAND & IRELAND

For the cross-border project OUR Generation, fluxguide is developing an interactive serious gaming app. The aim of the project is to provide a unique opportunity for people in border areas in Northern Ireland and Ireland to work together to build emotional resilience and peace for generations to come.



More about the project

Interaktive  
Mobile App

Gamification  
& Rewardsystem

Research &  
Development

Data Collection



PHOTO: UNSPLASH

# Stiftung Preußische Schlösser & Gärten Berlin Brandenburg

POTSDAM, GERMANY

fluxguide develops an online Collection Explorer for the collection of East Asian porcelains. The digital archive is available as a web application for mobile and desktop and can be extended with additional collections. Through exciting content types (e.g. annotated image, „storyimage“) the collection can be explored interactively.

Collection Explorer

360° Images & Filter Function

Storytelling & Glossary

Modular Extendable



More about the project

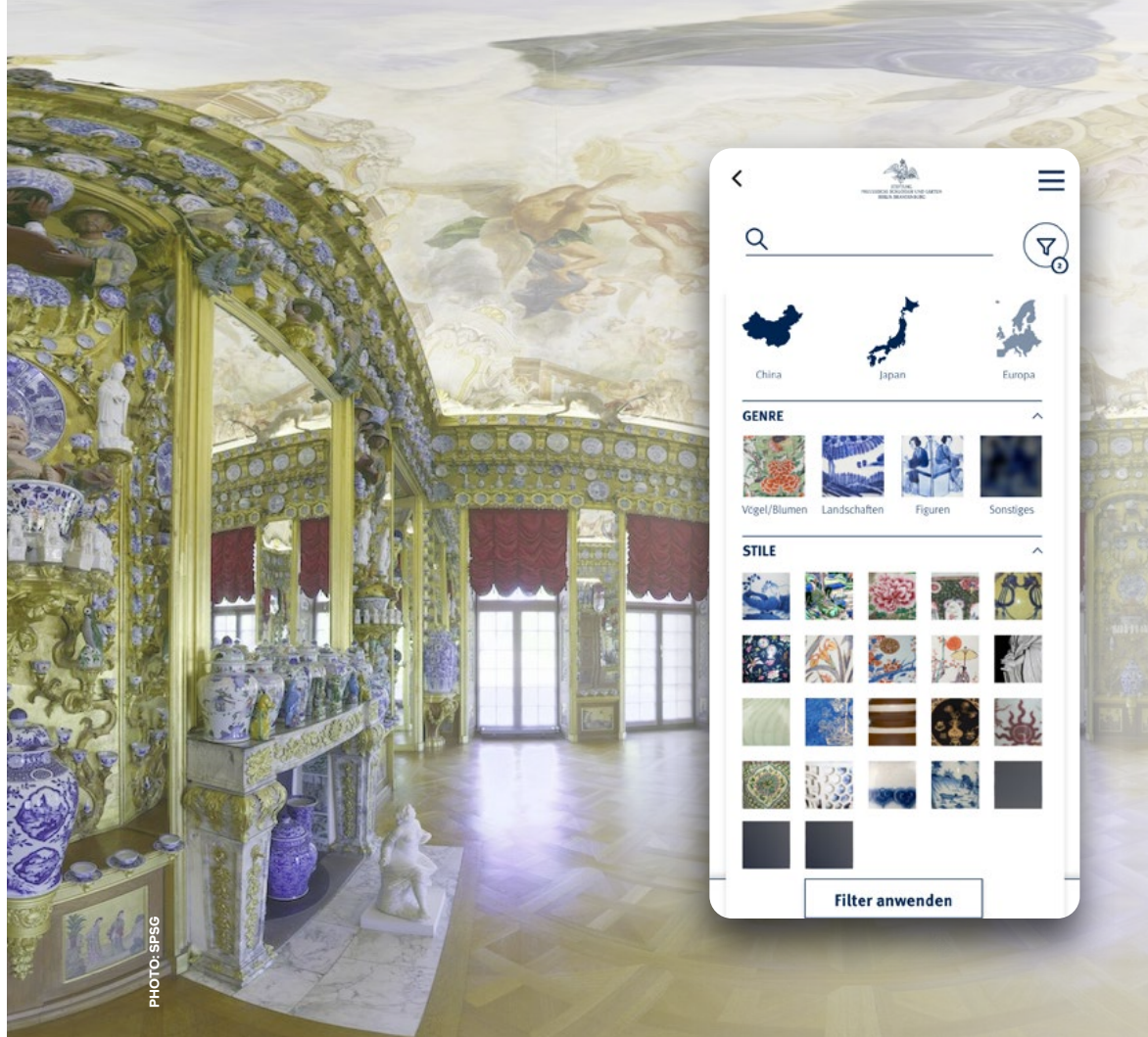
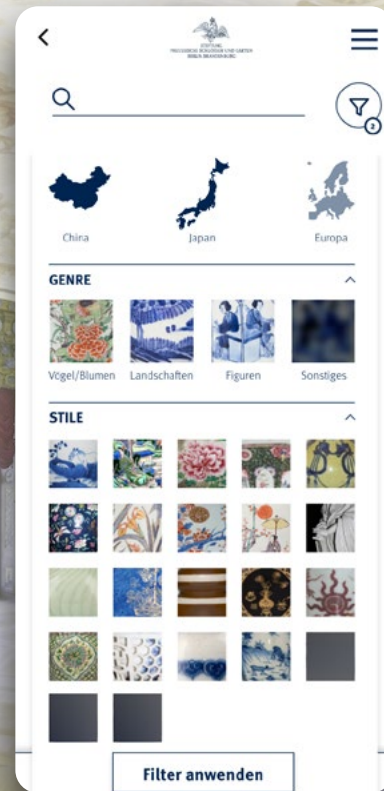


PHOTO:SPSG



# Green Living Augmented Reality

VIENNA, AUSTRIA

Within the R&D project GLARA, fluxguide develops an innovative solution for citizen participation in urban development. Intuitive digital applications such as AR/VR technologies and new methods of visualization are used to communicate the impact of green spaces on our microclimate.

**Research &  
Development**

**Augmented  
Reality**

**Virtual  
Reality**

**Digital  
Visualization**



[More about the project](#)



PHOTO: GLARA

# Deutsche Bahn Museum

NUREMBERG, GERMANY

The media guide transforms a visit to the DB Museum into an interactive experience for railway enthusiasts of all ages. Guided tours, quizzes and 360° images immerse visitors in the history of the railway. One highlight is the encounter with the steam locomotive legend „Adler“, which comes to life through AR and even travels through your own living room.



More about the project

Audio &  
Multimediaguide

360° Images

Augmented  
Reality

Learning Experiences  
for Children



PHOTO: DB MUSEUM, UWE NIKLAS

# Wien Museum

VIENNA, AUSTRIA

A simple QR code scan gives visitors direct access to in-depth content on over 100 objects in the new permanent exhibition. The app enables themed tours and information in several languages. A special feature is that you can create personalized audio playlists. You can listen to it from anywhere and share it with friends.

Mediaguide &  
Website

QR Code  
Scan

Gamified  
Education

Multilingual &  
Accessibility



More about the project



PHOTO: WIEN MUSEUM

# Technoseum

MANNHEIM, GERMANY

The app accompanies visitors to over 9,000 square metres of exhibition space. Precise location tracking with beacon technology and a clear design give visitors a clear overview. Interesting exhibits and multimedia content can be discovered via guided tours or freely using the 'Objects near you' function.



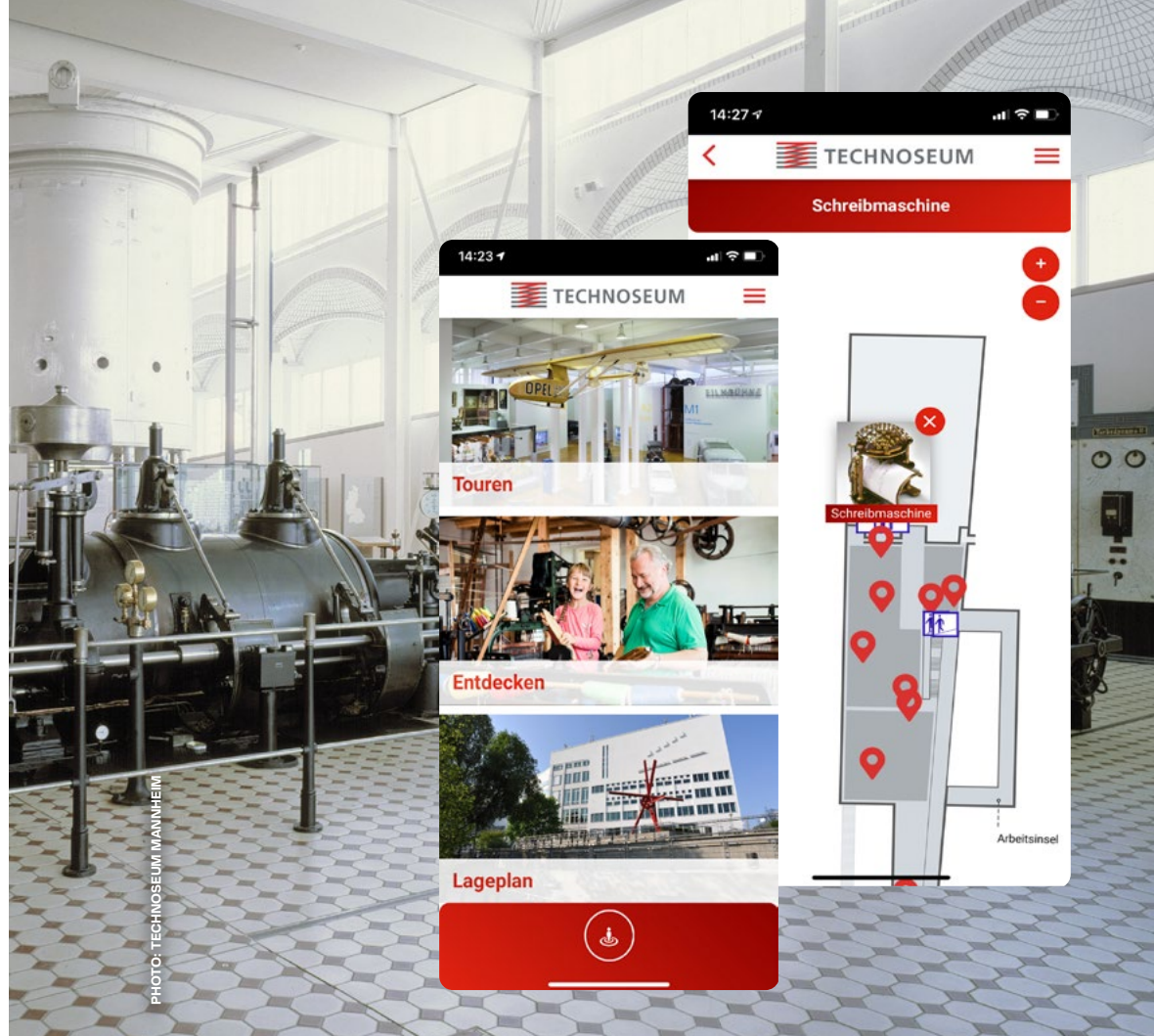
More about the project

Tours &  
Plan

Near-Me-Modus

Quiztours

Beacon-Technology



# Deutsches Technikmuseum

BERLIN, GERMANY

A visit to the German Museum of Technology as an exciting learning experience via app for all age groups. Interactive challenges and knowledge tasks arouse curiosity about the exhibits. A countdown and points system increase motivation. The personalised diploma can be shared directly from the app on Facebook & Co.



More about the project

Toures &  
Plan

Rewardsystem

Quiztours

Sign language

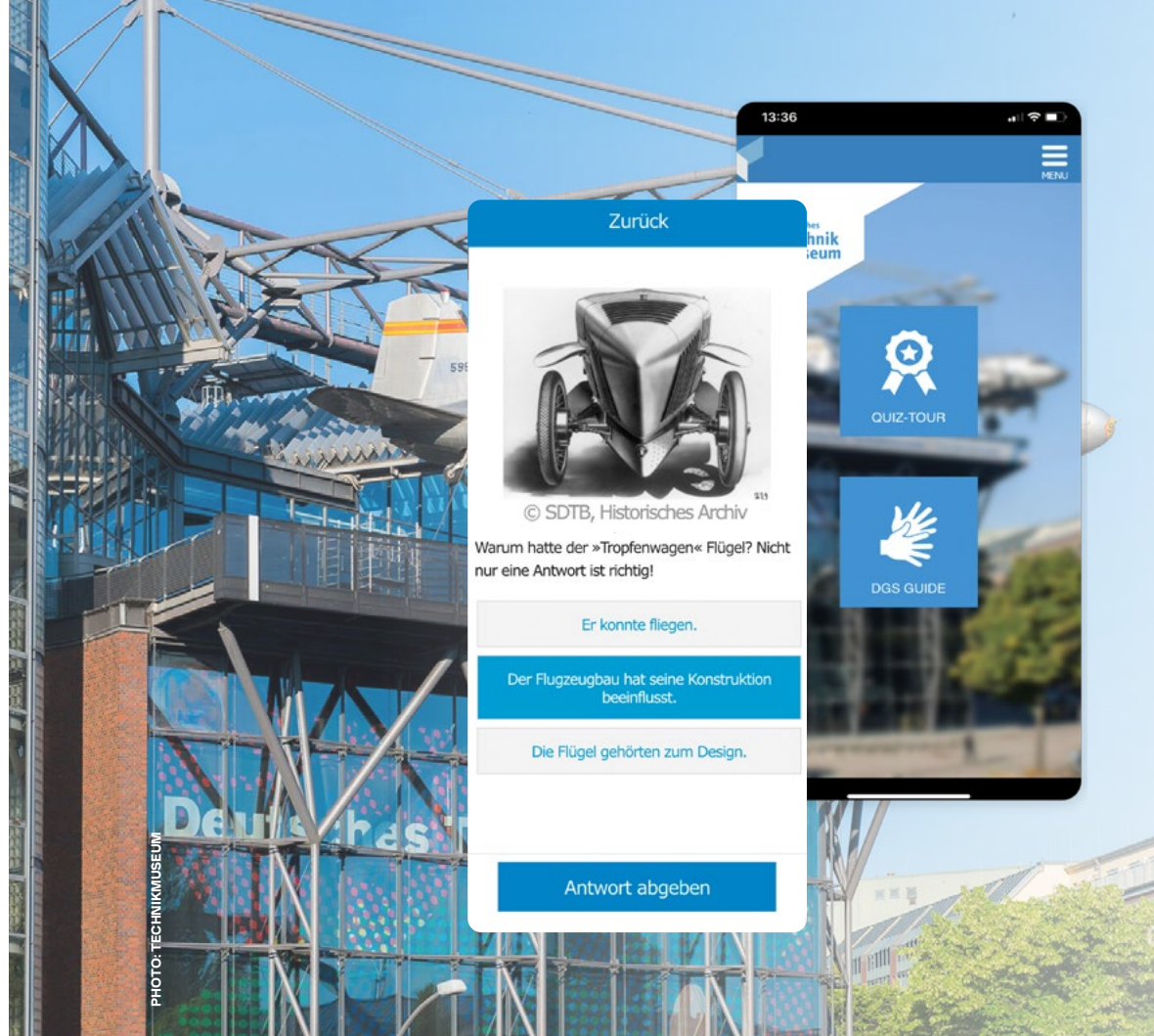


PHOTO: TECHNIKMUUSEUM

# Vdonaukanal

VIENNA, AUSTRIA

The app makes it possible to experience 15 augmented reality artworks along Vienna's Danube Canal. An interactive map shows the respective locations and the objects are displayed within an AR player and can be viewed and explored three-dimensionally by visitors both on site and remotely.



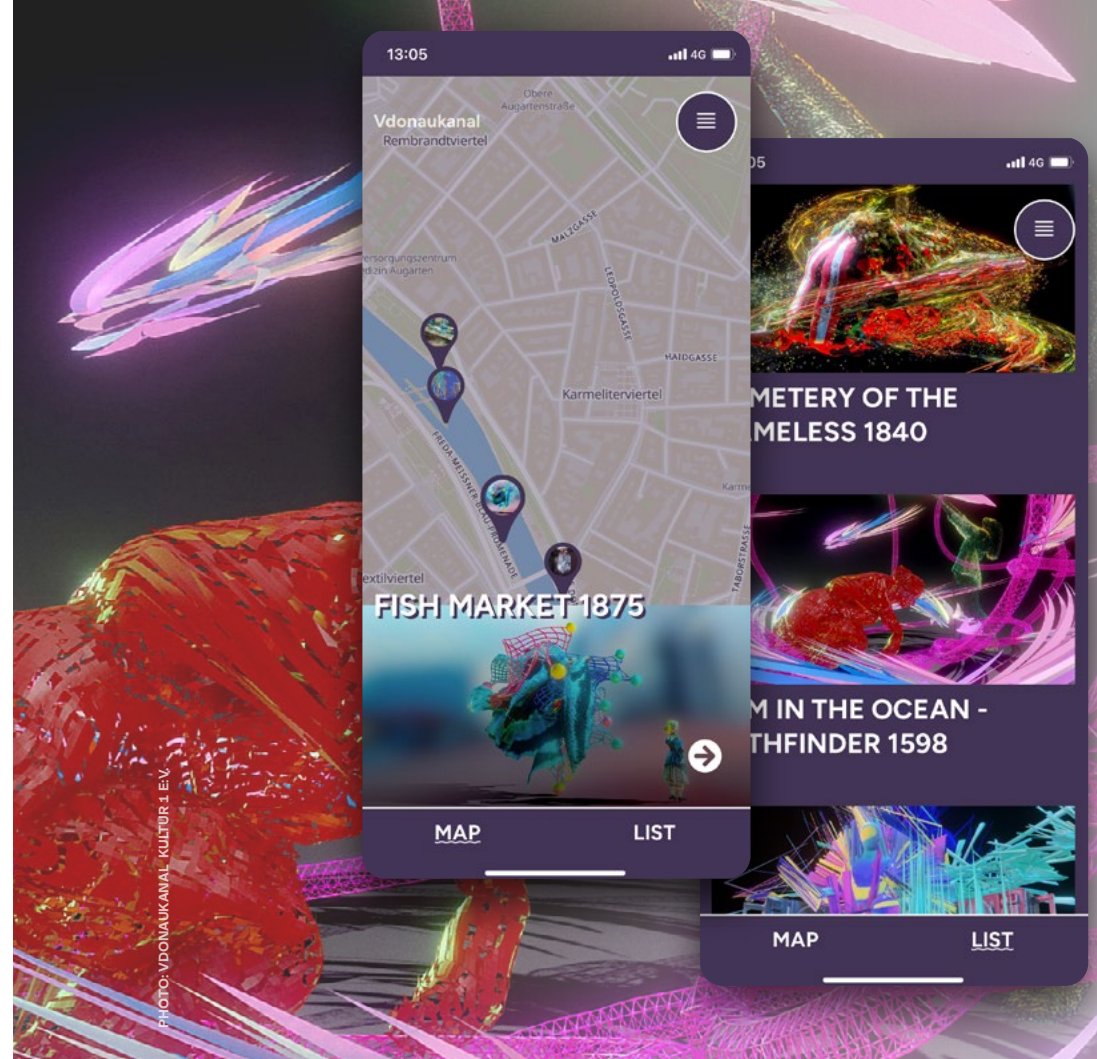
More about the project

Augmented Reality

Interaktive Map

3 D object exploration

Audioplayer





# ElternStart!

SOEST, GERMANY

Für das Jugendamt im Kreis Soest haben wir eine App entwickelt, die junge Eltern als verlässlicher Begleiter von der Schwangerschaft bis zu den ersten Lebensjahren mit allen wichtigen Informationen zu Behördengängen, Kindergesundheit und Familienleben versorgt. Erhältlich in sieben Sprachen.



More about the project

User Profile

Activation  
mechanism

Personalised  
calendar

Journal function



PHOTO: UNSPLASH

## Technology partner for R&D projects

Thank to our cooperation with universities and companies in international research projects, we are always at the cutting edge with innovative technological and conceptual development. In many areas, we have been able to establish ourselves as a global first mover, e.g. when it comes to enabling visitor participation through mobile technologies, using augmented reality in public spaces, collecting data on the move, or advancing participation of school classes with the latest educational technology.

**Digital Storytelling**

**Data Visualization  
& Exploration**

**Prototyping**

**Piloting  
& Evaluation**

**Dissemination  
& Exploitation**



# Workshops, Consulting & Planning

Planning is key. Therefore we have developed a unique workshop format for digital innovations in the museum.

Together, we explore the possibilities of new technologies for the exhibition space and beyond. Using proven methods and expertise from the field, we design tomorrow's visitor experiences with you. This also includes time and budget planning, as well as preparation for tenders.

Storytelling & Design Thinking

Detailed Concept & Prototype

Time & Budget Plan

User Concept Development





## fluxguide – digital visitor experiences worldwide

Kennedy Space Center (USA)

Union Pacific Railroad Museum (USA)

Virtuality Center (Saudi Arabia)

Arvo Pärt Centre (Estonia)

Action Mental Health (Ireland)

Sammlung Würth (Italy, Spain,

Norway, Denmark, France,

Netherlands)

Deutsches Museum (Germany)

Deutsche Bahn Museum (Germany)

Stiftung Preußische Schlösser & Gärten Berlin

Brandenburg (Germany)

Mozart Museums (Austria)

Wien Museum (Austria)

Natural History Museum St. Gallen (Switzerland)

Museum Rietberg (Switzerland)

More references: [www.fluxguide.com](http://www.fluxguide.com) | [office@fluxguide.com](mailto:office@fluxguide.com)