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

Louvre Abu Dhabi

ABU DHABI, UNITED ARAB EMIRATES

We are transforming the online collection of the Louvre Abu Dhabi into a digital experience. To do this, we are integrating MuseumPlus, the existing collection management system (from our partner zetcom), as a data source. This will make the museum's daily work much easier. Filter options and different views give visitors new insights into the broad collection of art.

More about the project

Collection Explorer

MuseumPlus Interface

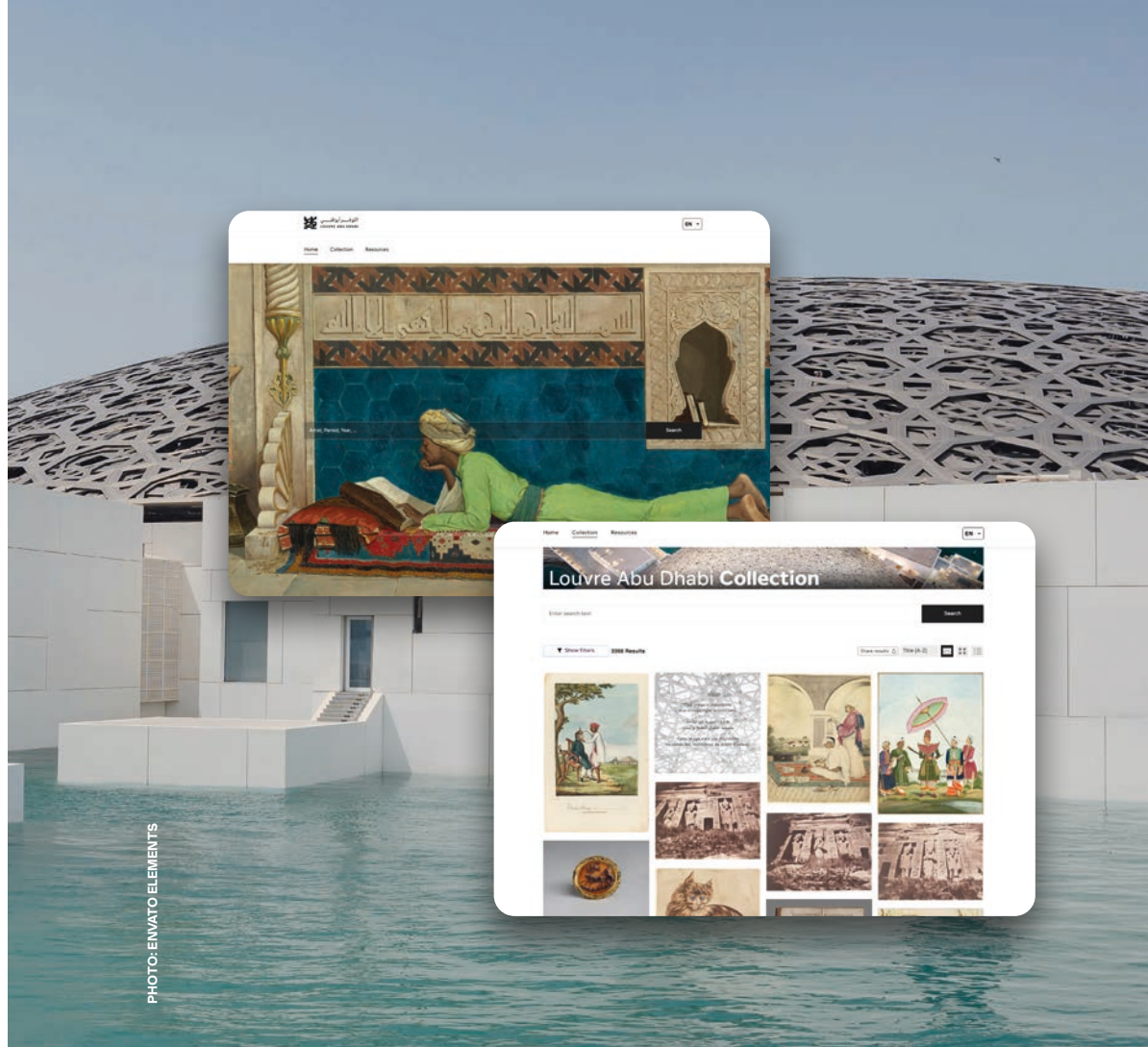Collection Mediation

Filters & Search

PHOTO: ENVATO ELEMENTS

Bavarian State Archeological Collection

MUNICH, GERMANY

With the 'Game of the Snake', we have developed an entertaining augmented reality game for the ASM. Visitors are guided by AR snake 'Sisssi' through nine stations of the collection and have to solve historical puzzles and tasks. In the process, they learn more about archaeological artefacts and contexts in a fun way.

Augmented Reality

Concept & Storytelling

Gamification

Avatarbased Storytelling

More about the project

PHOTO: FLUXGUIDE

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

PHOTO: KENNEDYSPACECENTER.COM

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.

More about the project

Audio- & Multimedia Guide

Near-Me-Modus

Personalization

Indoor Positioning

PHOTO: STEFAN KARL

Breckenrigde Tourism Center

BRECKENRIDGE, USA

We developed a compact outdoor app for Breckenridge, a popular tourist region in Colorado (US). Tour tips, GPS maps and transit information provide visitors with all the important information they need. Needs-based functionality in the CMS guarantees uncomplicated handling of the app on the customer side.
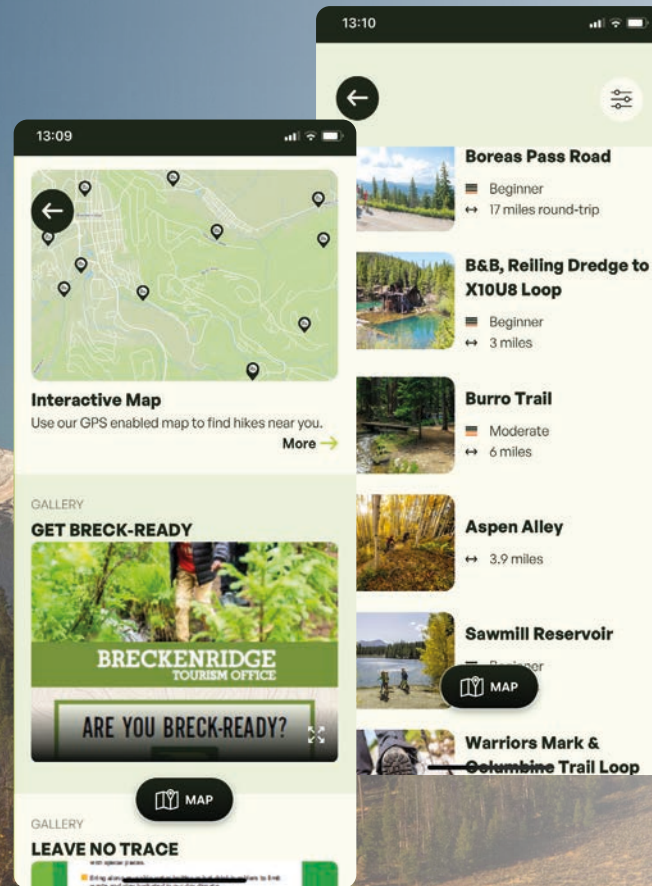
Outdoor App

GPS Cards

Customized CMS

Widgets & Tips

More about the project

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.
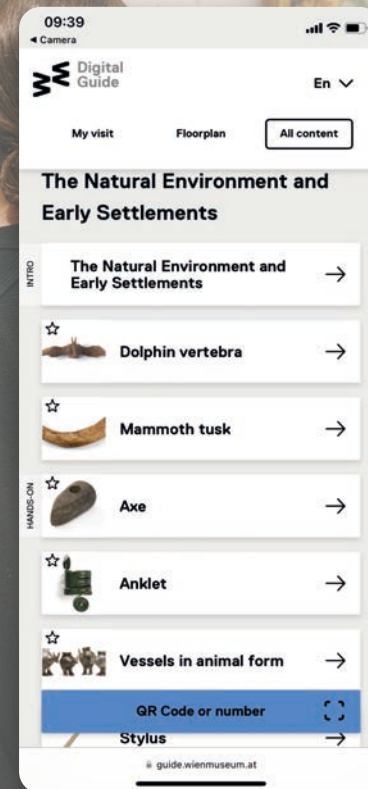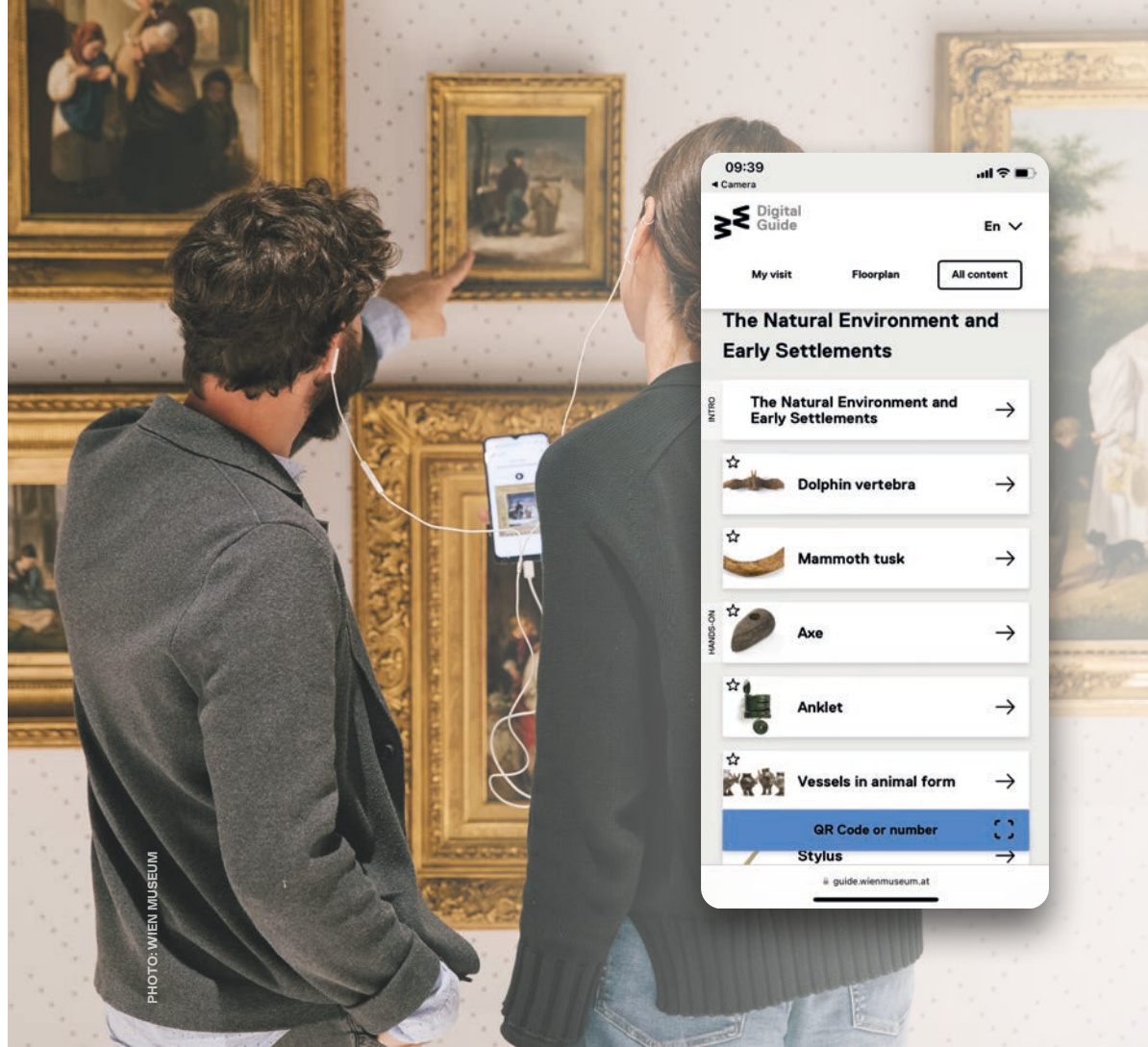
More about the project

Mediaguide & Website

QR Code Scan

Gamified Education

Multilingual & Accessibility

PHOTO: WIEN MUSEUM

09:39

◂ Camera

Digital Guide   En ⌄

My visit   Floorplan   All content

The Natural Environment and Early Settlements

INTRO

The Natural Environment and Early Settlements →

☆ Dolphin vertebra →

☆ Mammoth tusk →

HANDS-ON

☆ Axe →

☆ Anklet →

☆ Vessels in animal form →

QR Code or number ⛶

Stylus →

guide.wienmuseum.at

CHAPTER

GERMANY, POLAND, UK

We developed the website and the app for the international research project. Users can engage with the topic of populism using specific objects from three museums. We developed special features for the quizzes, such as crowd feedback, emoji vote sliders or single & multiple choice with emoji support.

Webseite & App
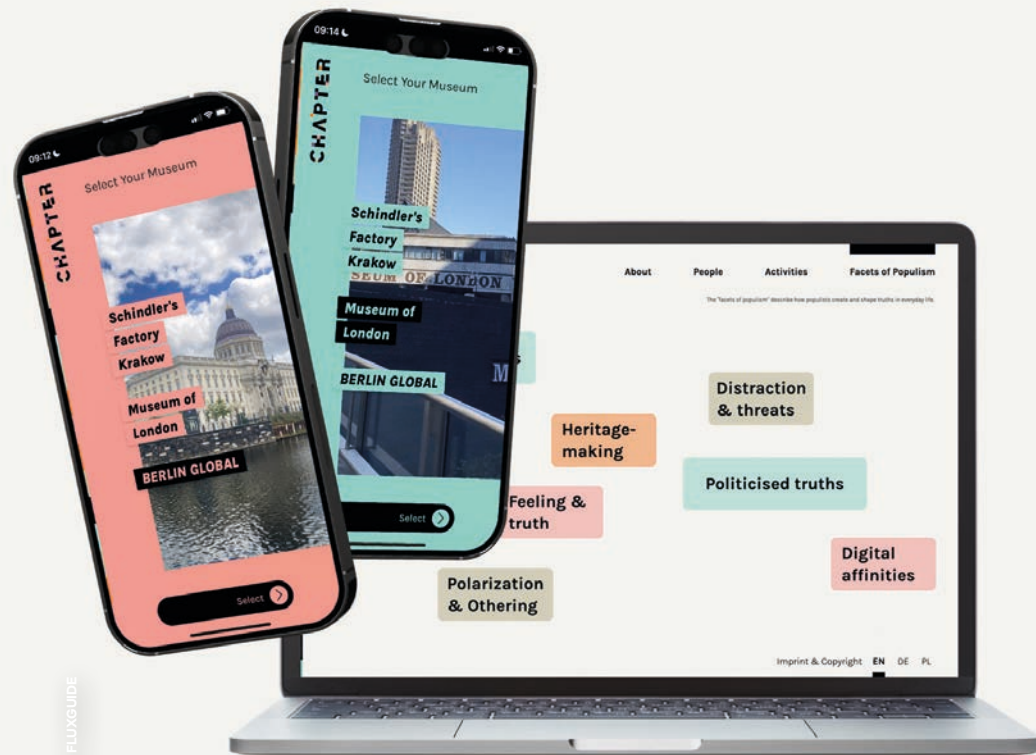
Multi Venue

Emoji-Quizzes & Crowdfeedback

Interaktive Learning

Museum Reinhard Ernst

WIESBADEN, GERMANY

fluxguide developed a digital art education concept for the new Reinhard Ernst Museum, from the didactic preparation to the actual realisation of the space. The result is the so-called 'colour laboratory', in which school classes and young visitors in particular can discover the world of abstract art interactively at six different stations.

Digital Creativity Room

Gamified Education

Touchscreen

Art Mediation

More about the project

FOTO: MRE, ROBERT LICHTENBERG

Württemberg State Museum

STUTTGART, GERMANY

The app guides visitors through the Old Palace in Stuttgart as a navigation aid and at the same time offers exciting multimedia content and tours. Navigation within the museum takes place dynamically using 360° images and navigation arrows that are superimposed over the screen via augmented reality.
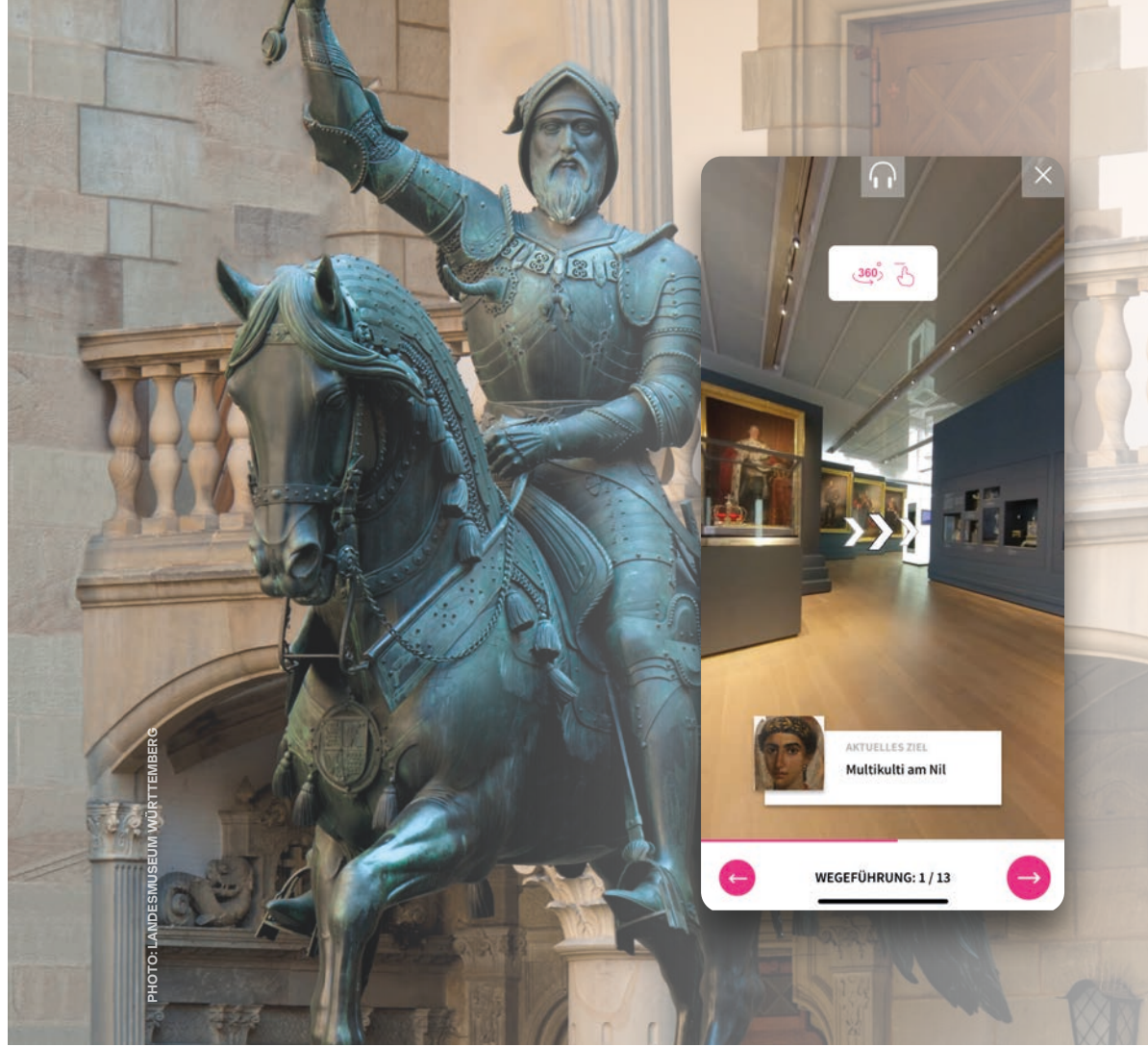
Smart Group Guiding

Virtual Tours

Multilingual & Accessible

Interactive Learning

More about the project

PHOTO: LANDESMUSEUM WÜRTTEMBERG

AKTUELLES ZIEL
Multikulti am Nil

WEGEFÜHRUNG: 1 / 13

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.

Interactive Site Map

Recommendation Engine

Personalized Travel Partner

Ticket Integration

Infos about all Services, Attractions & Events

More about the project

City of Wiener Neustadt

WIENER NEUSTADT, AUSTRIA

In this cooperation with the Viennese publishing house Edition5haus, users explore the history of Wiener Neustadt in a playful way. Together with the time traveller 'Maxi' and her companion the rabbit, they solve various tasks and help Maxi repair her broken time machine.

More about the project

Outdoor & Tourism

Avatarbased Storytelling

Interactive Puzzles & Quizzes

GPS and Geofencing

Push Notifications

PHOTO: FLUXGUIDE

Natural History Museum

ST. GALLEN, SWITZERLAND

By touching knowledge spots (iBeacons), multimedia content about the exhibition is shown in 'Knowledge' mode. The 'Play' mode offers adventure trails, interactive tasks, games and a diploma for skilled naturalists. The highlight of the app is the extension of a real relief in the exhibition with a superimposed AR information layer.

More about the project

Audio- & Multimedia Guide

Gamified Education

iBeacon Touch

Micro Content & Micro Learning

PHOTO: FLUXGUIDE

INFORMATION

Free choice of information points available in the exhibition

GAMES

4 game rounds, each with 10 information points in the exhibition
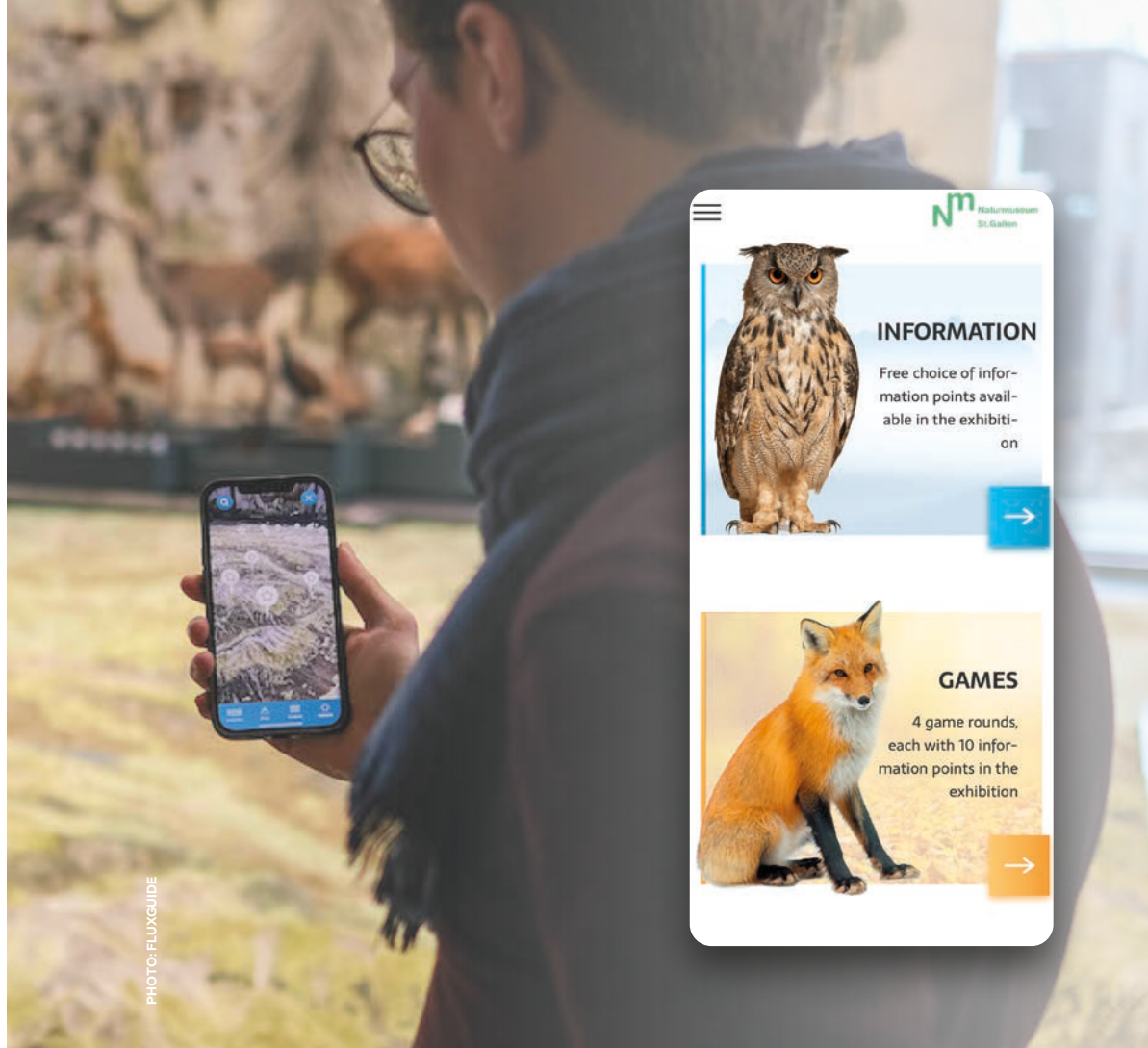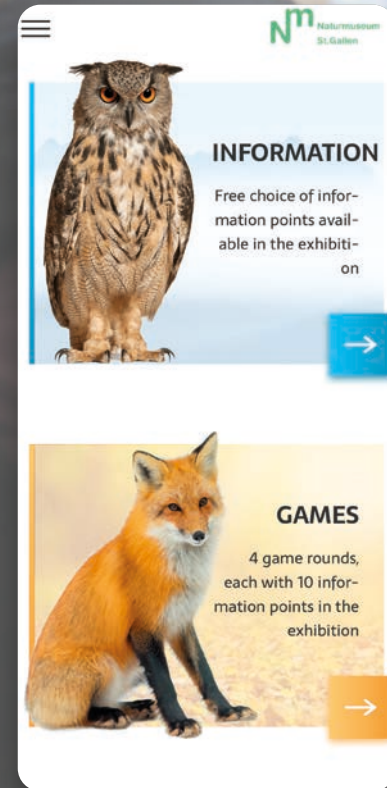
Würth Collection

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.

Audio & Multimedia Guide

Multiple Venues

Indoor & Outdoor Navigation

Globus Experience

More about the project

PHOTO: MUSEUM WÜRTH
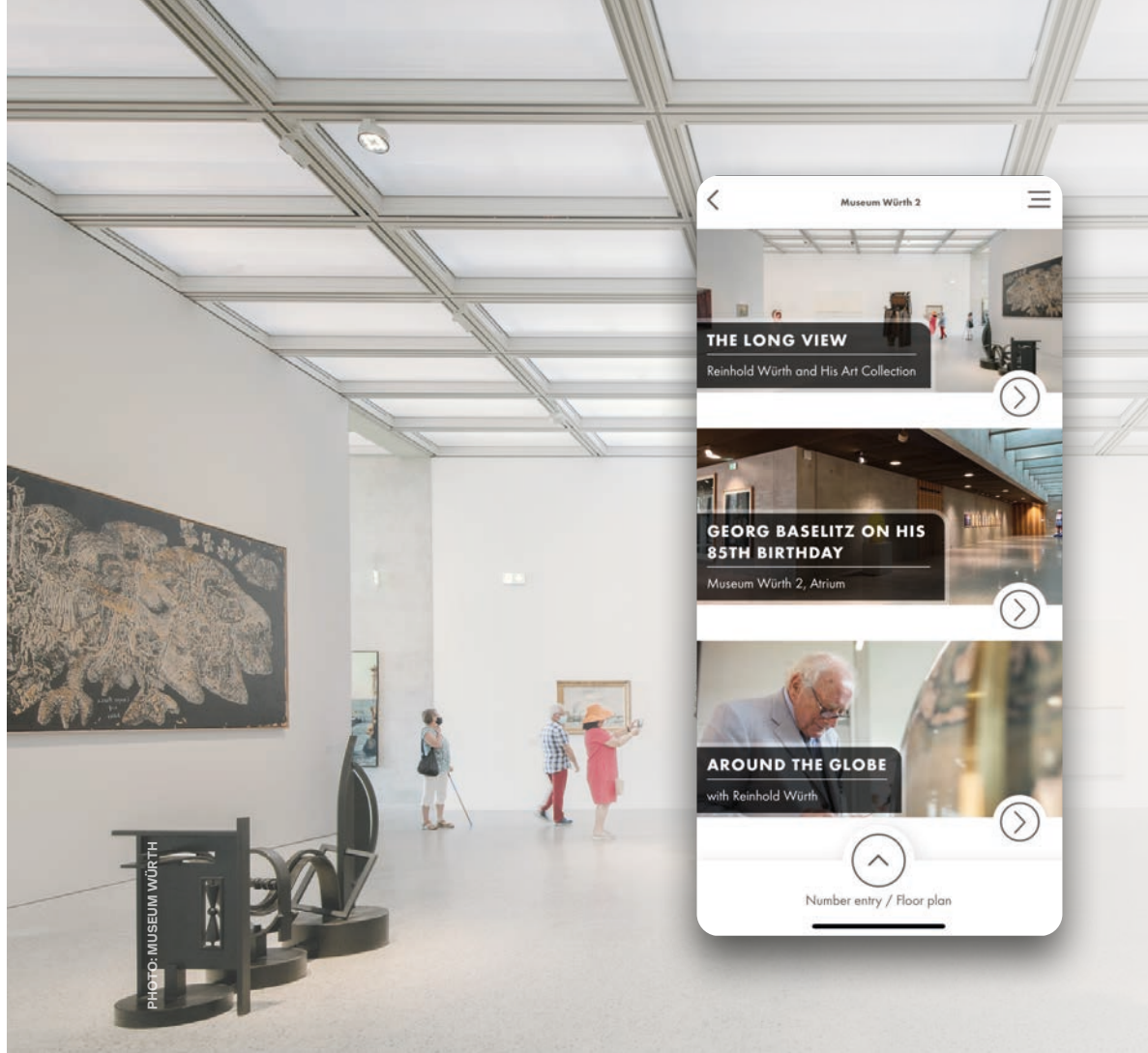
Green Living Augmented Reality

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

PHOTO: GLARA

More about the project

Kreis Soest

SOEST, GERMANY

We developed an app for the youth welfare office in the district of Soest that provides young parents with all the important information on visits to the authorities, child health and family life as a reliable companion from pregnancy to the first years of life. Available in seven languages.

More about the project

User Profile

Activation mechanism

Personalised calendar

Journal function

PHOTO: UNSPLASH

Museum Koenig Bonn

BONN, DEUTSCHLAND

Discover Nature Online (NEO) is a digital learning platform designed to convey museum content to children and young people: quizzes, search pictures, memory games, eavesdropping and matching tasks await the young explorers, who can go on an expedition together with the Koenigs or create new species in a fantasy world.

Digital Learning

Interactive games & quizzes

Image Generator

Learning for children

More about the project

PHOTO: FLUXGUIDE

EXPEDITIONEN

Herzlich willkommen auf unserem Reiseportal!

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

PHOTO: ENVATO ELEMENTS

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 beyon. 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

PHOTO: ENVATO ELEMENTS

Stockholm, Sweden •
Berlin, Germany • • Tallinn, Estonia
Dublin, Ireland •
Munich, Germany • • • Vienna, Austria
St. Gallen, Switzerland
Madrid, Spain •
• Athens, Greece
• New York, USA
• Durham, USA
• Orlando, USA
Shanghai, China •
Dubai, UAE
Riyadh, Saudi Arabia •
Hong Kong, China •
• San José, Costa Rica

fluxguide – digital visitor experiences worldwide

Kennedy Space Center (USA)
Union Pacific Railroad Museum (USA)
Louvre Abu Dhabi (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)