AR Museum--Let the cultural relics “live”

北京郵電大學
BEIJING UNIVERSITY OF POSTS AND TELECOMMUNICATIONS

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- Pain point analysis
- Solutions
- Successful cases
- Challenge

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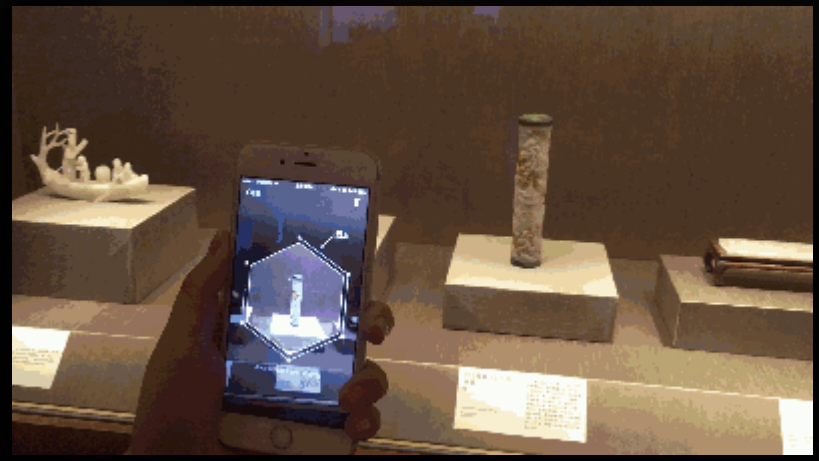
Introduction - telling stories behind cultural relics

Based on AR (augmented reality) technology, the cultural connotation implied the museum's cultural relics can be presented to the audience in the form of smart terminal + digital content, which will improve the digital service level of the museum; and AR cultural products will enhance museum's long-term service capabilities.

Digital Content + Smart Terminal ➡



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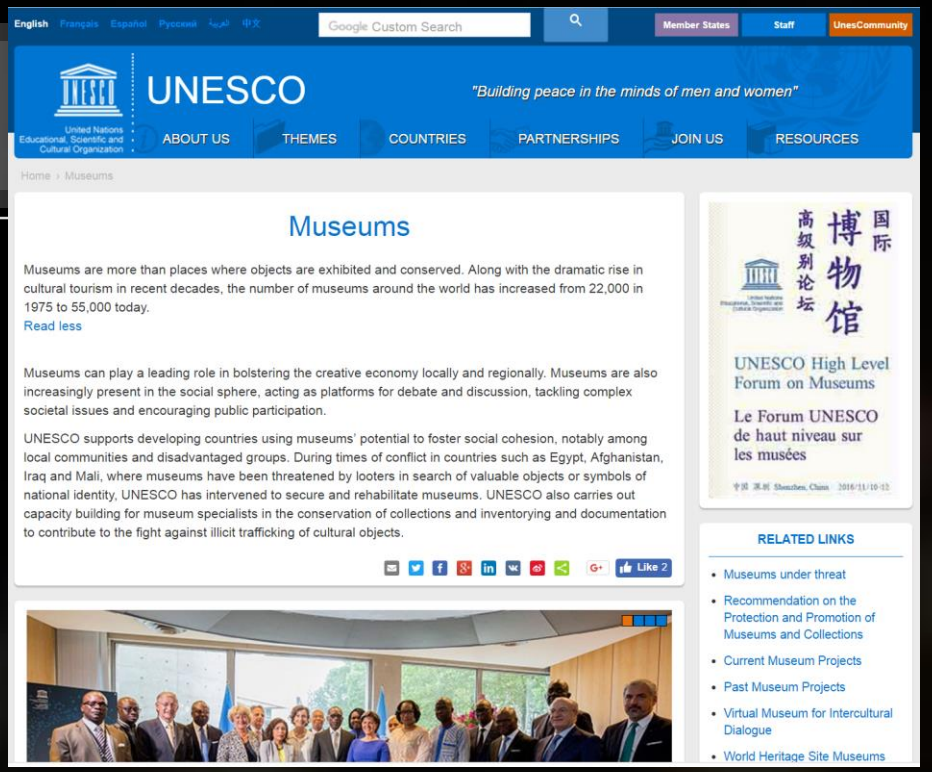
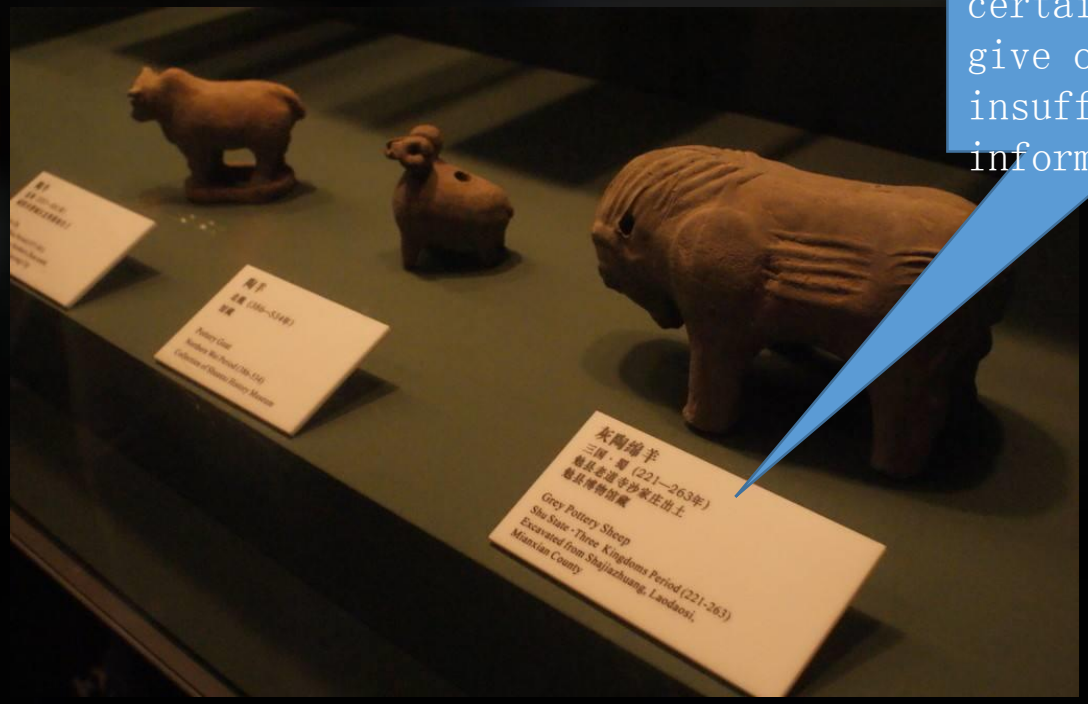
About museums

- Museums are more than places where objects are conserved.
- The museum provides a comprehensive means of understanding cultural heritage and fosters an inheritance relationship between creation and heritage.
- The museum also enables the community, especially the local community, to re-recognize their cultural roots and reach out to other cultures.



Pain points in e museum visit

- The cultural experience shall be in-depth experience, but the static exhibit is insufficient to interpret the culture!
- What the audiences of the museum commonly interested in is that "why is it precious?"



The signs on exhibits following certain standards give out insufficient information

Pain points in museum visit

- Cultural creative products are disconnected with cultural entities (purchasing after visit), and the market is inactive!
- Audiences of museums commonly ask “Which is better to take home?”

Disconnecting with cultural entities! Weaker consumption impulse!

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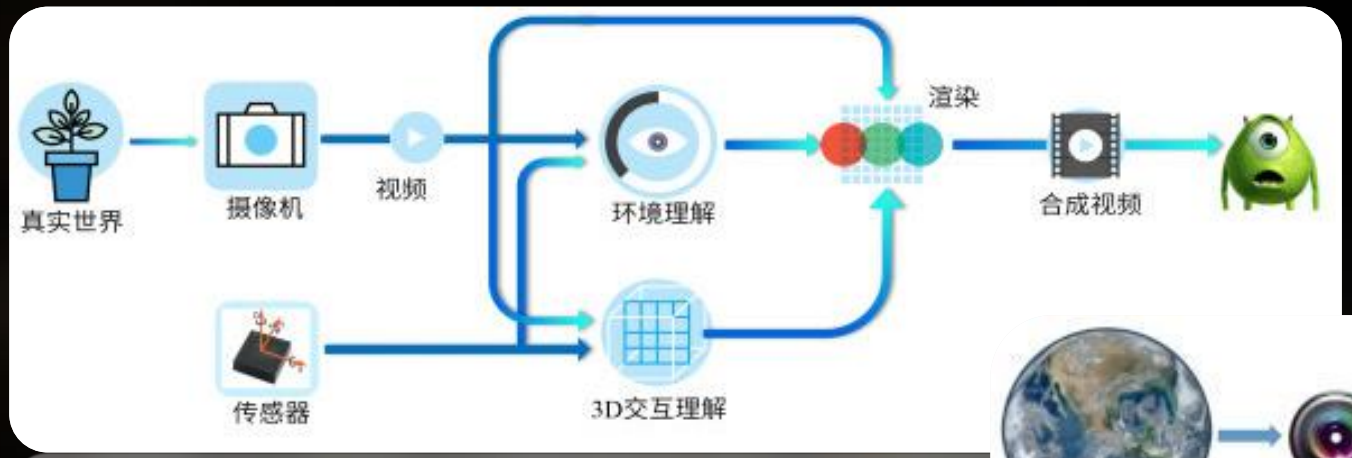
Solution-source of inspiration

- Night at the Museum

- All cultural relics have "spirit" and they will come alive at right time!

Solution — Principle



AR - Augmented Reality

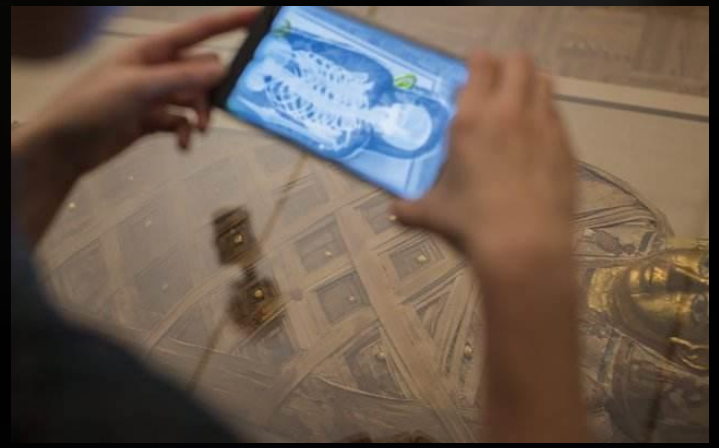
Augmented Reality = Real Scene

+ Virtual Images or videos

Solution — AR effect in museums

●Make collections alive with AR! Show the stories behind the collections vividly.

Solution — AR effect in museums



- Make collections alive with AR! Show the stories behind the collections vividly

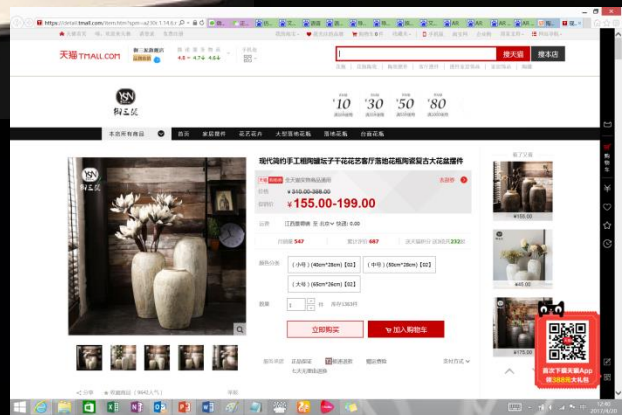
Solution — Real-time perception

- Provide location service and guidance on visiting route
- Trigger the guide mode on the spot, enabling listen, view and walk simultaneously

Solution —Bring culture home

Breaking the traditional buying habits, combining the sales of cultural and creative products with the accompanying navigation process, mobile e-commerce

Purchase after visit

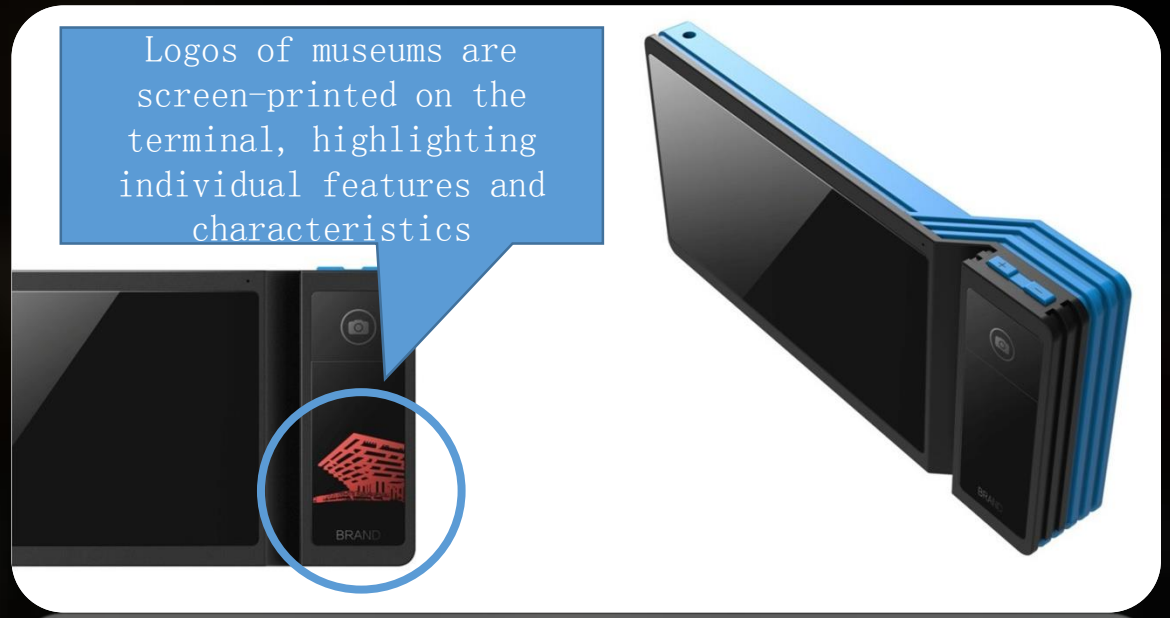


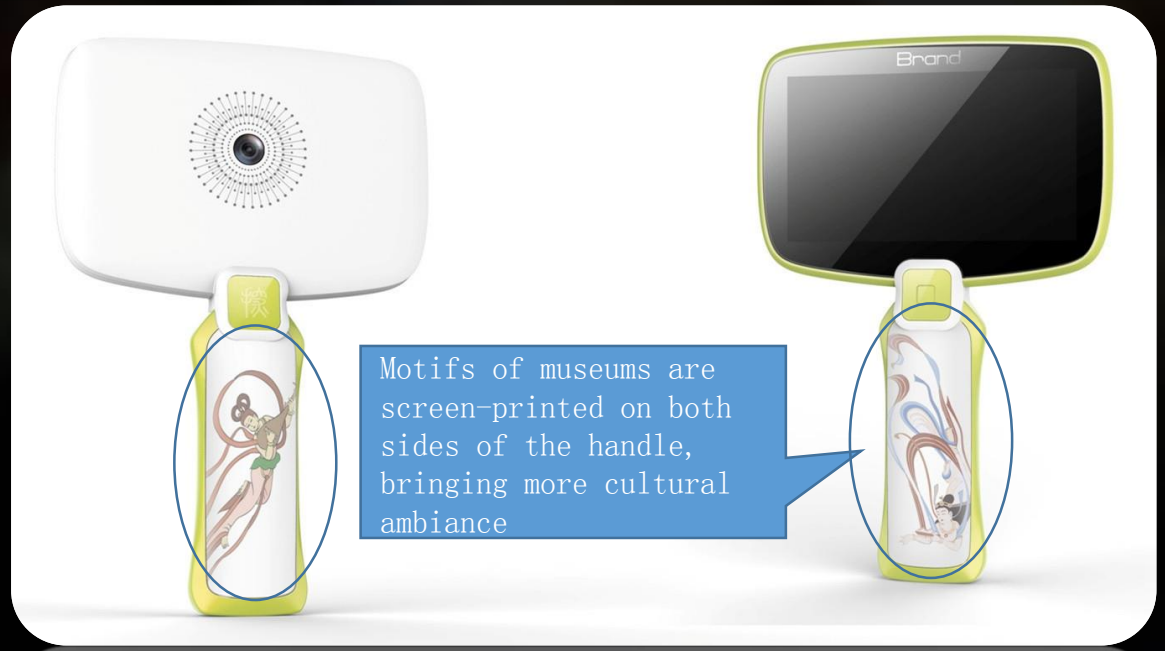
Purchase during visit

Solution — Dedicated handheld terminal

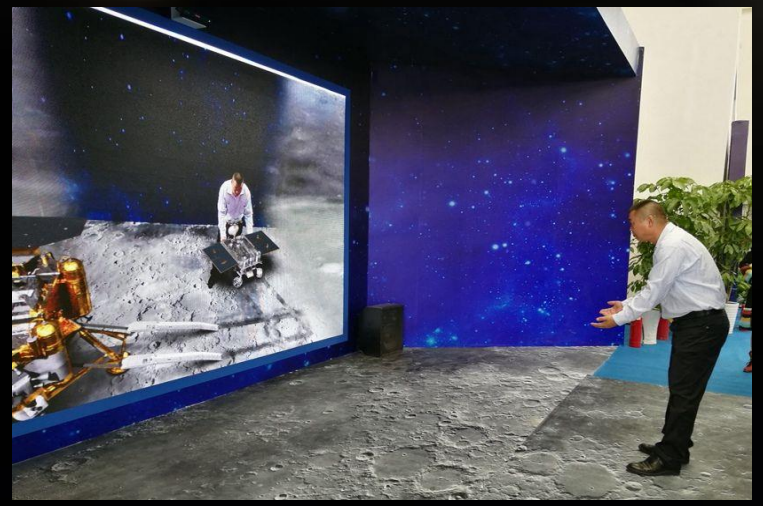
AR Exploration Glass, the specially designed handheld terminal, is better in ergonomics and easy to hold, adding more fun to the experience.

Solution — Dedicated handheld terminal

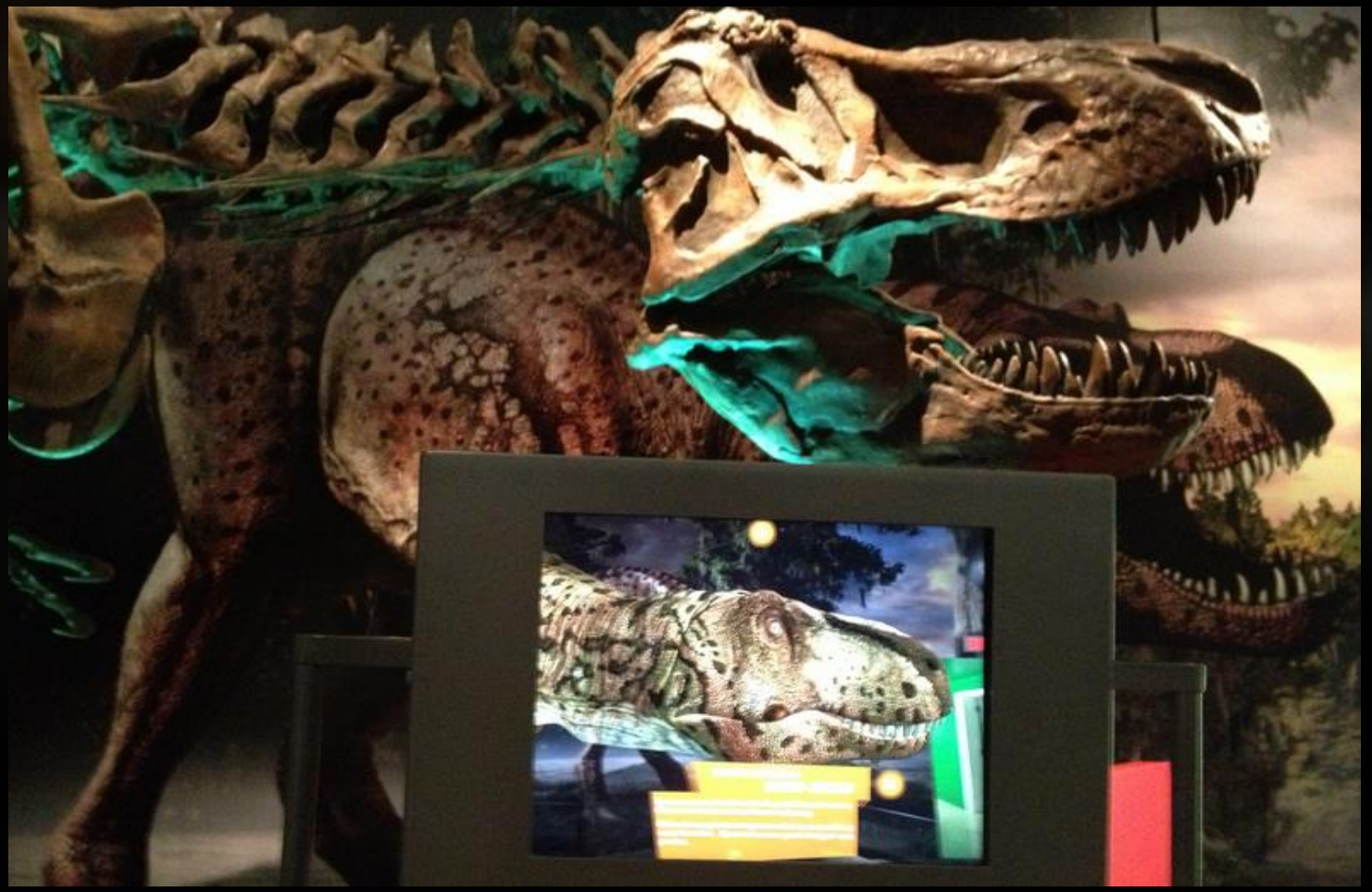


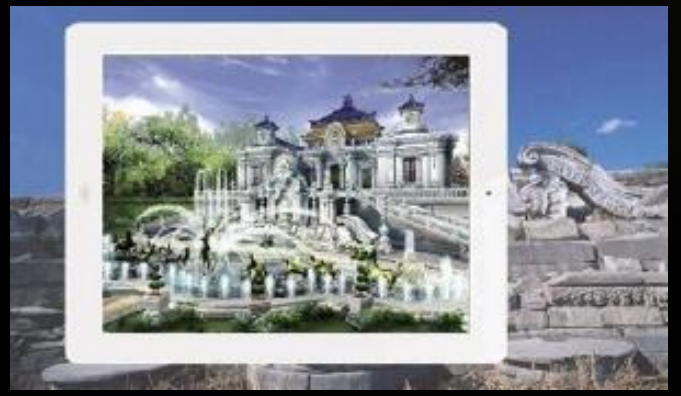


Solution — Large AR interactive screen



Solution — AR telescope





Solution —AR’ S cultural & creative products of museums

AR cultural & creative products which can tell stories:

AR card, AR picture book, AR T-shirt, AR desk calendar, etc.

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Successful case

Successful case — China Science and Technology Museum

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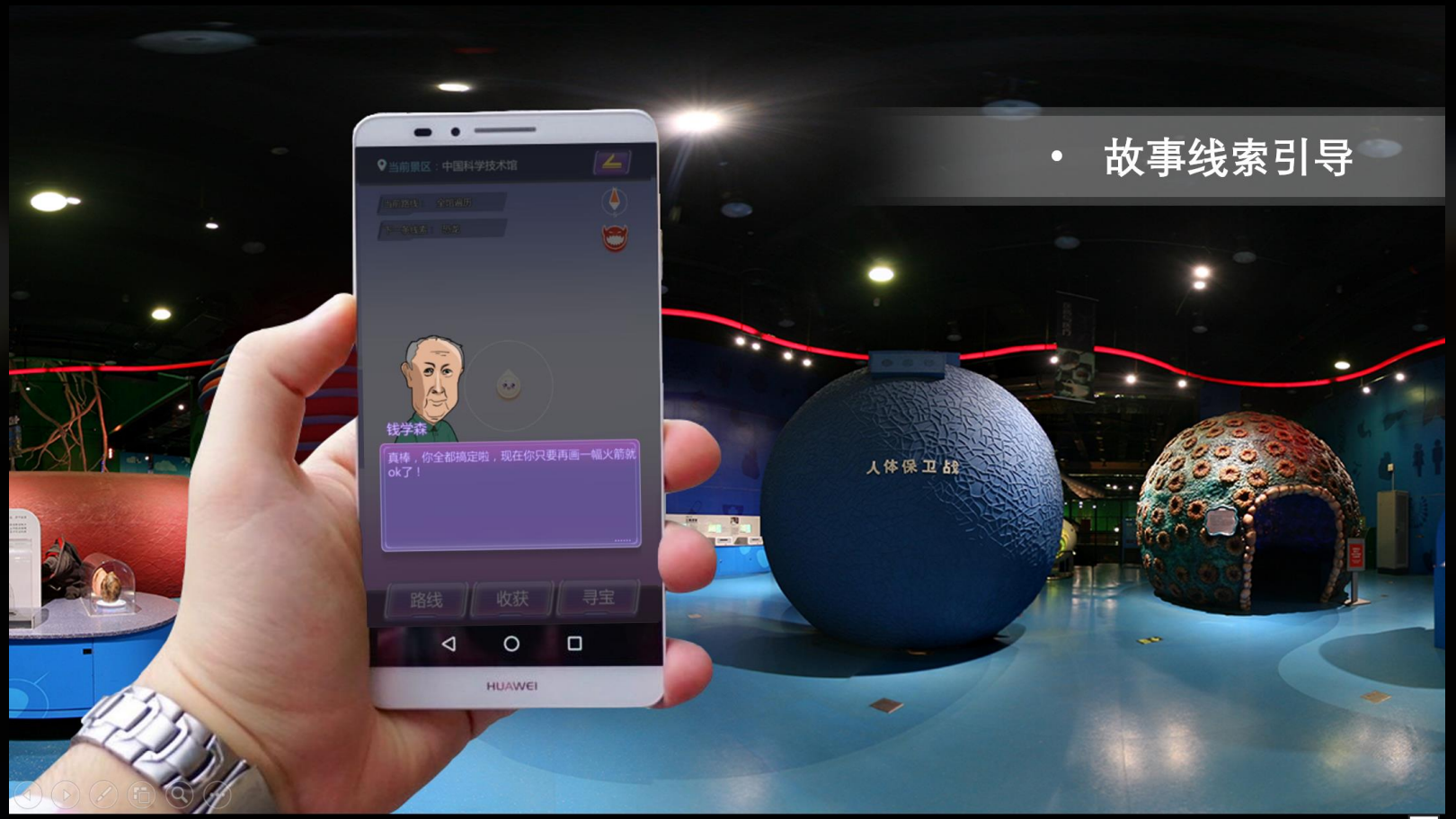

Successful case — China Science and Technology Museum

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Successful case — China Millennium Monument

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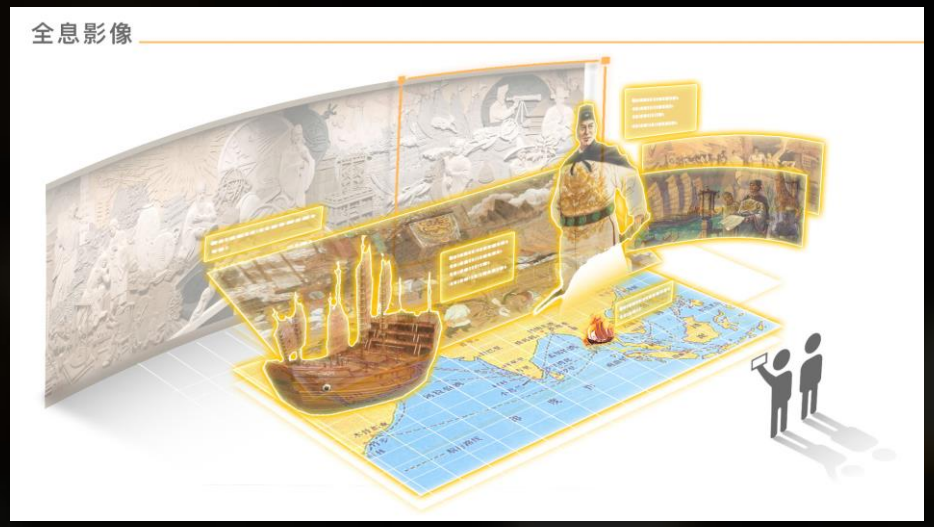

Other cases — Dunhuang cultural tourism

International Exchange - ITU Telecom World

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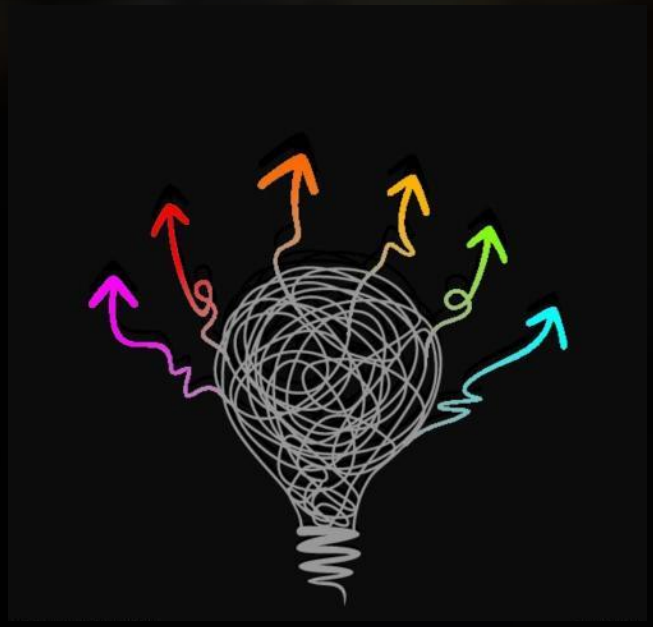
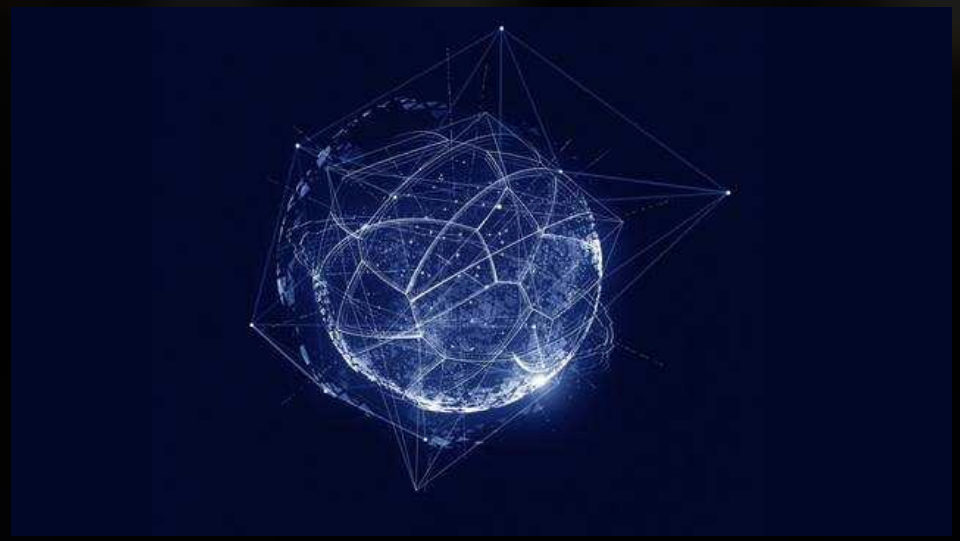
challenge — Application framework

- Each museum is independently developed and applied, bringing a lot of repetitive work.
- A lot of time is spent on programming, not creative expression of content



challenge — 资源共享

- Currently, content from different AR museum apps cannot be shared
- This situation has caused application localization and limited the generation of global applications.
- Resources that cannot be shared are actually a waste



conclusion

- The museum is an important place for cultural exchanges.
- Traditional display methods have defects in insufficient information
- AR technology can provide the ability to ″tell the story implied artifacts “
- Some successful cases of AR technology applied in museums have appeared in different parts of the world.
- We still face the challenge of lacking an application framework and sharing resources.
- In order to meet these challenges, standardization-related research is necessary!

Thanks

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