



Explore Culture through Mobile-First Technology

CultureMapp: a complete solution for an enhanced cultural experience

Making use of Aruba HPE Beacons and the Meridian App Platform, Uni Systems introduces the CultureMapp solution for cultural organizations to discover new and innovative ways to provide better, more engaging experiences for their visitors.

CultureMapp delivers location based mobile engagement to audiences, while securing data for cultural institutions to understand visitors' behavior and optimize visitor flows and offered services.

Benefits for the visitors:

- Blue-dot indoor location and GPS
- Turn by turn directions to any point of interest
- Comprehensive information on objects and points of interest supported by multimedia content
- Custom tours for personalized engagement
- Create your own visit
- Multi-lingual content
- Connect visitors to staff for optimal services

Benefits for the organization:

- Network infrastructure
- Cloud based content management system:
 - Easy and immediate updates
 - Always updated app
 - With no content limit
- Analytics:
 - Visitors behavior at the space
 - Heat maps
 - Dwell time per visit
 - Flows
- App usage (most popular works and guided tours, etc.)

Additional Benefits:

- **TICKETING:** Ticket acquisition and/or e-ticket from mobile device
- **SURVEYS:** Custom surveys for visitors
- **ACTIVITIES AGENDA:** Information about museum activities. This may be integrated with museum CMS
- **GAMIFICATION:** Games to gain visitors and children attention
- **AUGMENTED REALITY:** Additional information available
- **PAYMENT & SHOP INTEGRATION:** Online shopping or click-and-collect while in the venue

CultureMapp redefines the visitor-cultural organization relationship in the digital age offering a new form of cultural experience