

7scenes

mobile storytelling platform



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FAIRPHONE

7scenes

Social Enterprise



Background

Social Enterprise

Waag Society & Waag Products: Research + Incubation + Start-ups: 90+ p.

Waag Society

Institute for social innovation in health, education, arts & culture, open data.

Waag Products

Incubator for market units: 7scenes, Fairphone, PICNIC, Culture Grid and more.

7scenes (2007)

Majority shareholder WS employees & management, specialized team of 10.

Research by knowledge & tech development with partners since 2002.

A stylized map of Europe is shown against a black background. A network of thin, glowing white lines connects various points across the continent, resembling a transportation or communication network. Several of these nodes are highlighted with bright yellow circles, indicating specific locations of interest. The map includes major landmasses like Europe, Africa, and Asia, with the glowing network primarily concentrated in Europe.

Amsterdam Realtime

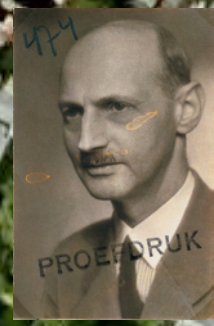
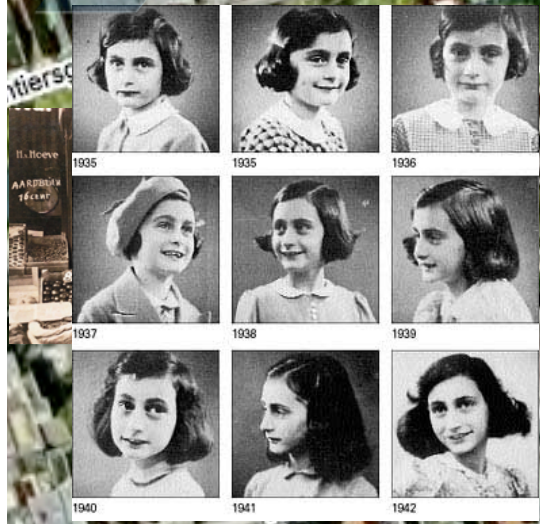


Amsterdam Realtime



Amsterdam Realtime

7 scenes



Anne Frank



Frequency 1550 - Mobile history

Learning about Amsterdam history in a role-playing game





Best Scene in Town - www.bestsceneintown.com
Annual International Mobile Design Challenge for Universities



Mobile Learning
Academy

News

Contact



HOME EDUCATORS PROJECTS PLATFORM SERVICES PRICING

We believe the real world is the most relevant context to learn in. That's why we give you all you need to create educational games for smart phones.

The world is your classroom! >



Mobile Learning for universities and publishers
www.mobilelearningacademy.org

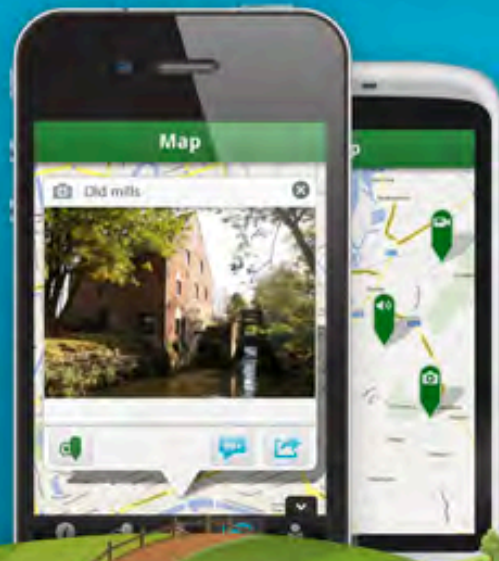
7 scenes



Beemster Dutch golden ages



Zaanse Schans
Mobile storytelling at Holland's largest heritage site museum.

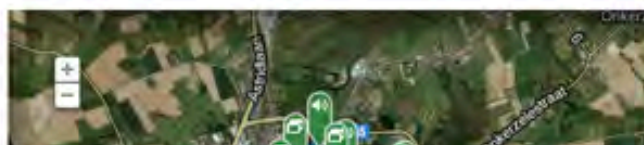


MyTours

Download de gratis wandelapp van Toerisme Vlaamse
Ardennen op je smartphone en stap Vlaanderens Mooiste
Landschap binnen.

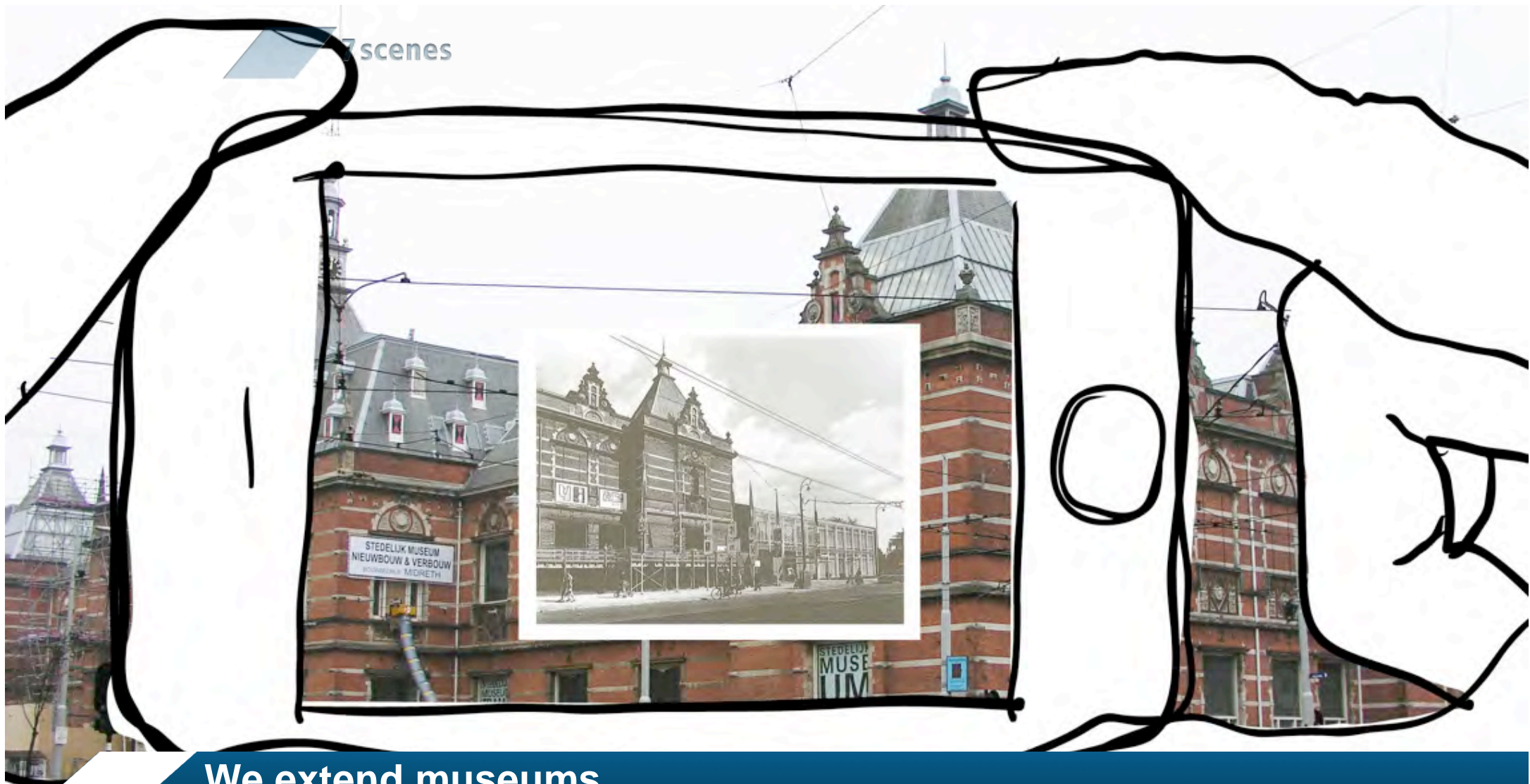
AppStore

Google Play



Wandel door het verleden van
Oudenaarde, Geraardsbergen,
Zottegem en Ronse

MyTours.be - [Tourism Flemish Ardennes](#)
Cultural tourism product for 4 cities



We extend museums...



Augmented Reality tours - Stedelijk Museum Amsterdam
Publishing contemporary art collections in AR

ANNODRENTHE.NU

ontwikkeld door Drents Archief

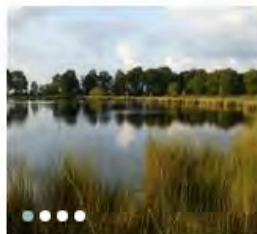
Voel het verleden

Download de app voor Iphone en Android
en je hebt Drenthe in je broekzak.

DOWNLOAD DE APP ►



ANNODRENTHE.NU BESTE GESCHIEDENISSITE 2012
DOOR VAKJURY
GESCHIEDENIS ONLINE PRIJS



DRENTS LANDSCHAP

Waard om mee weg
te lopen

[lees meer](#)



HAVEZATEN

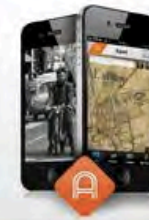
Langs de havezaten
van zuidwest Drenthe

[open route](#)

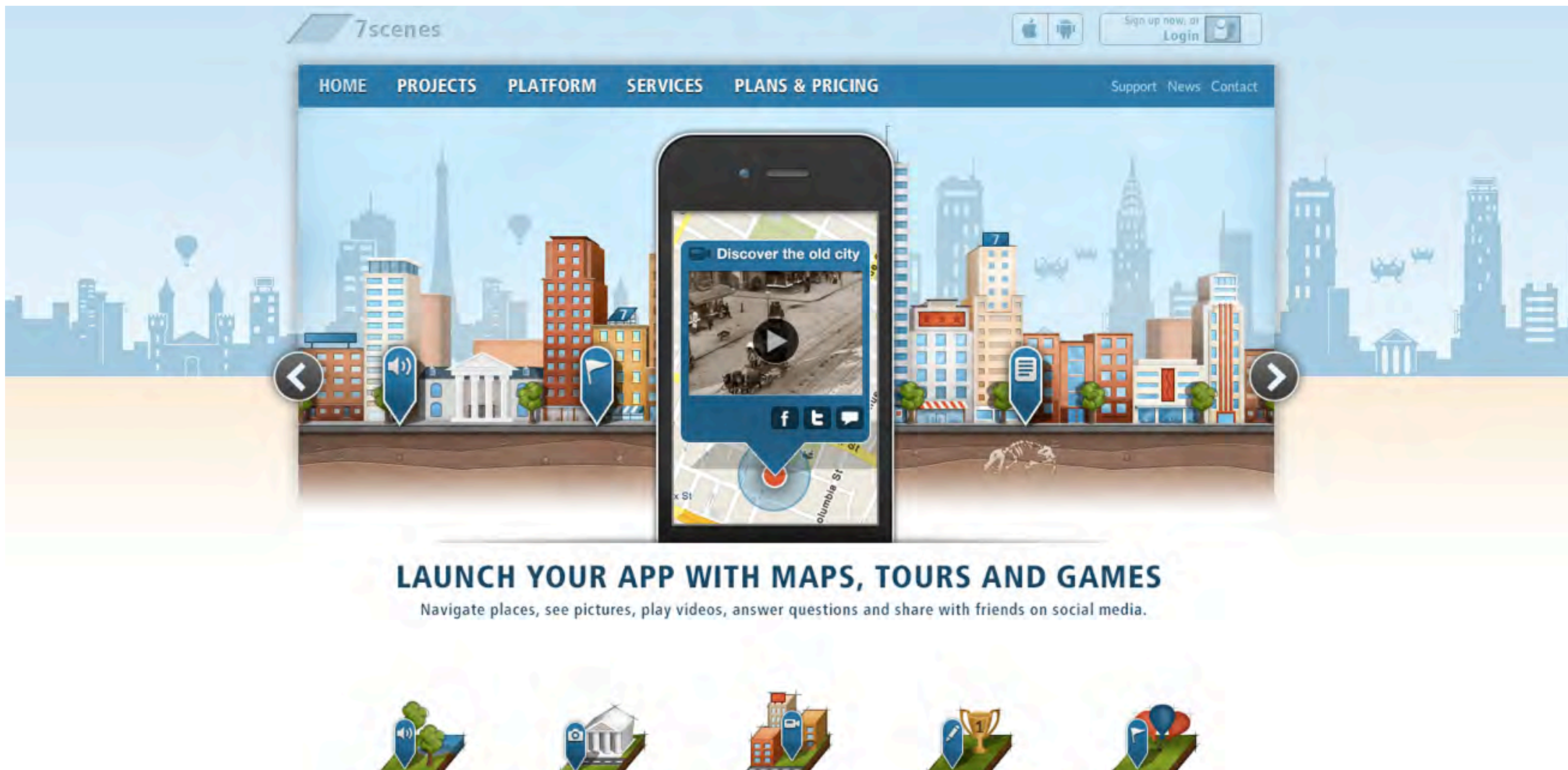
DOWNLOAD

Download annodrenthe
de app van toen.

[download](#)



AnnoDrenthe.nu - www.annodrenthe.nu
Location-based cultural platform for entire Dutch province



LAUNCH YOUR APP WITH MAPS, TOURS AND GAMES

Navigate places, see pictures, play videos, answer questions and share with friends on social media.

A complete platform
Content Management, Online publishing, Apps & Admin tools

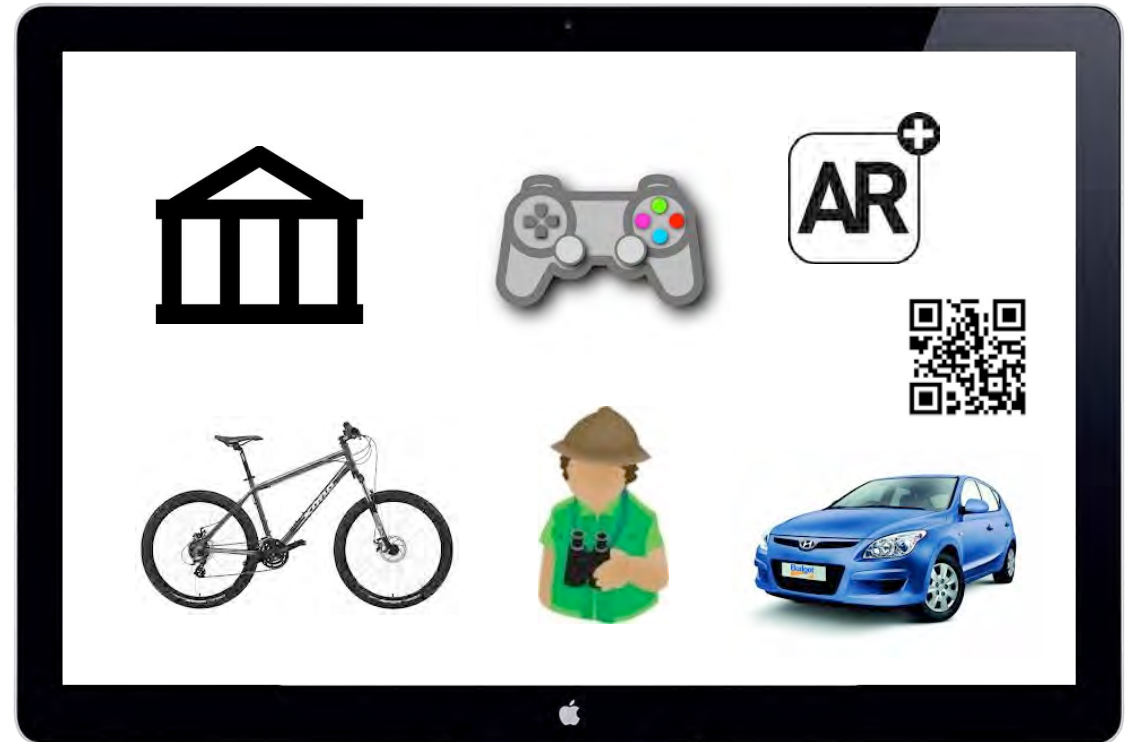
10 years of R&D

Platform
Location-based media
services



Interactive templates

- Guided GPS tours
- Augmented Reality tours
- Indoor tours with QR codes
- Handsfree for bikes and cars
- Multi-player Games



Platform

Location-based media
services



Mapping

- Google Maps
- Offline Open Street Map
- Historic maps
- Indoor maps of buildings
- Custom designed maps



Platform

Location-based media
services



Location-based media

- Photo, Video, (3D) Audio, Text Note,
- Slideshow, Opinion poll, Quiz, Reward

Link to any URL on the web for more info.



Platform

Location-based media
services



Real-time engine

- Multi-player interaction
- Live message notifications
- Live chat conversations
- Real-time publishing of content updates



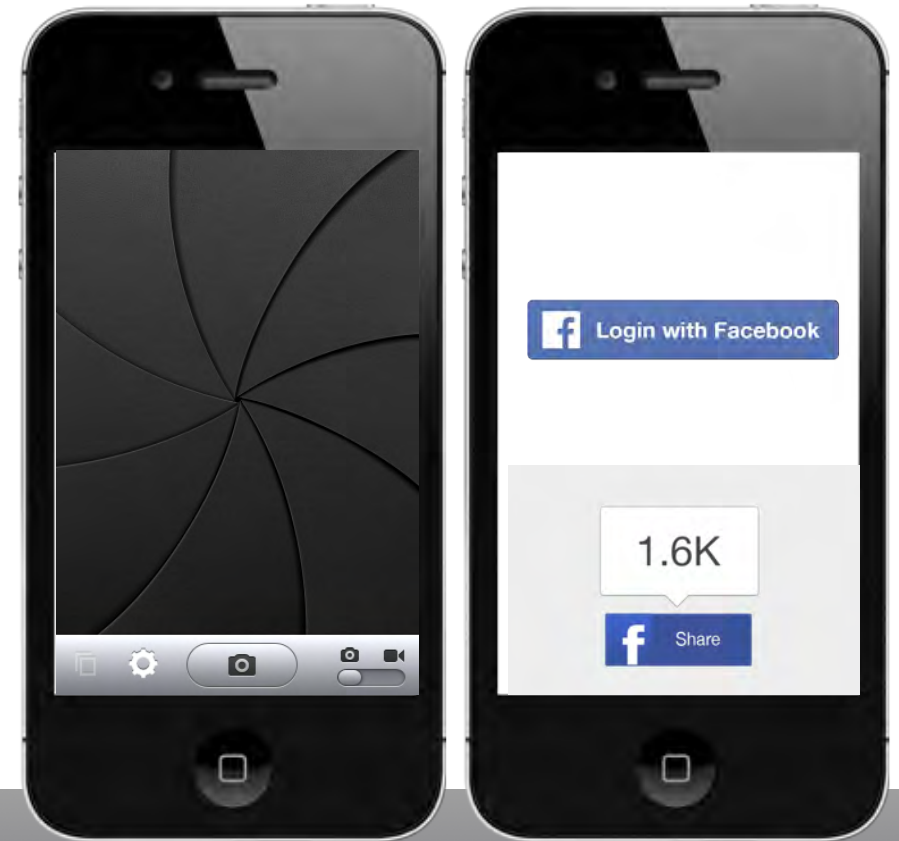
Platform

Location-based media
services



User Generated Content & Social Media

- Upload photos and notes on-the-go.
- Leave reviews and comments.
- Sign up & log in with Facebook account.
- Share content on Facebook & Twitter.



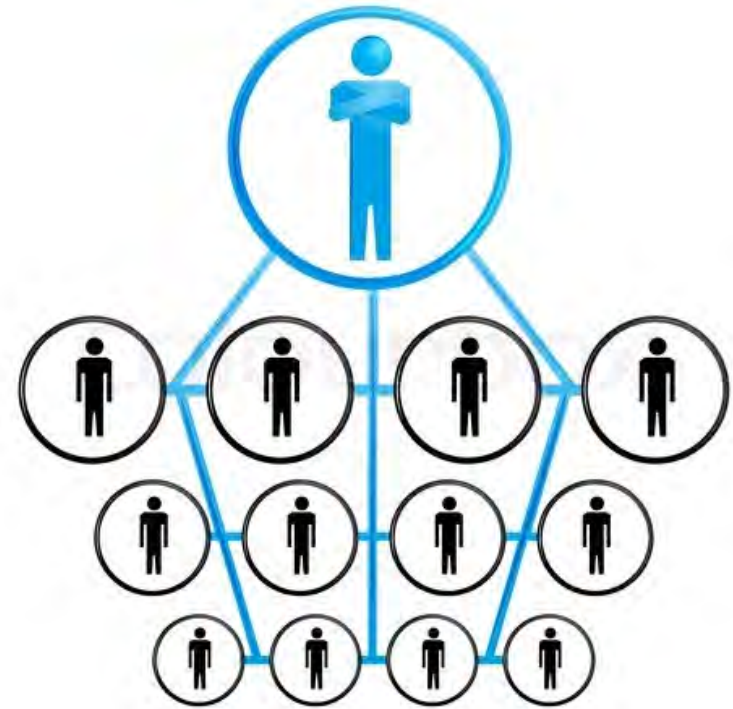
Platform

Location-based media
services



Organization model

- Hierarchical Roles & Rights
- Editors work together in teams
- Collaboration between multiple organizations



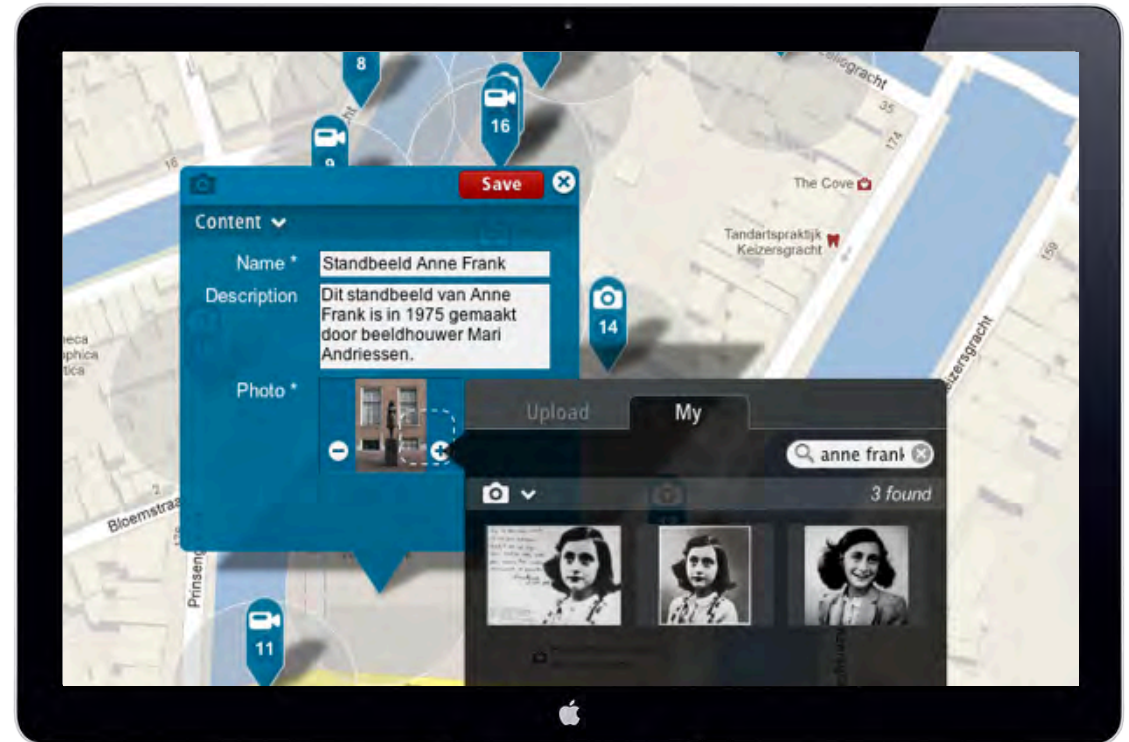
Platform

Location-based media
services



CMS & Analytics

- Create, update & publish content at any time.
- All activity is stored (location, interaction, uploads).
- Live statistics and playback.



Platform

Location-based media services



External data sources

Integration of external databases and repositories.

Photo & Video archives

Direct link of existing photo and video archives into the content management system.

Open Data support

Integrate Open Data sources from cities such as Arts Holland - open culture data.



Platform

Location-based media services



Application framework
for smartphone, tablet &
desktop
iOS, Android & (Mobile) Web



Platform
Location-based media
services



Custom applications
branded with custom
design
and features



Application framework
for smartphone, tablet &
desktop
iOS, Android & (Mobile) Web



Platform
Location-based media
services



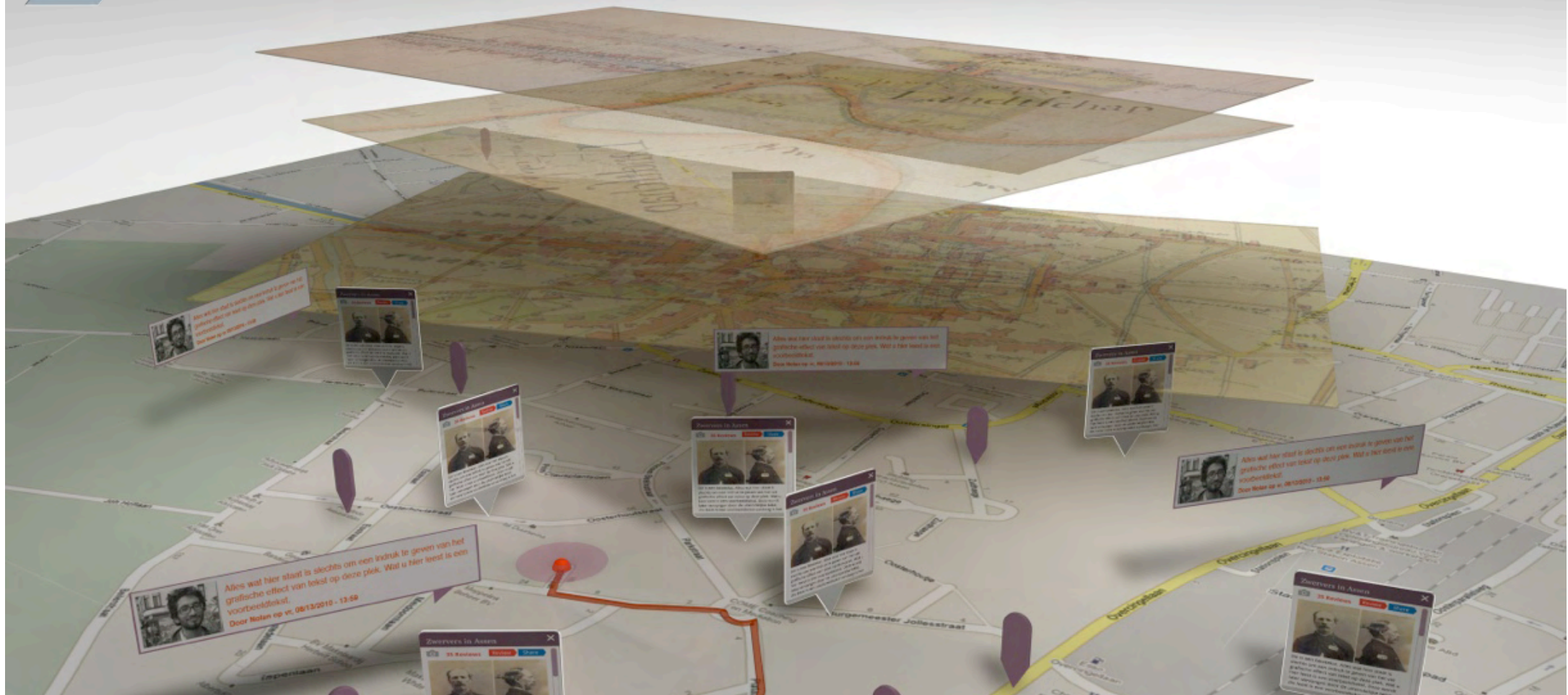
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Platform
Location-based media
services



7 scenes



We layer places with new meaning



> The MuseumApp explained

> My museum in the MuseumApp

> My own MuseumApp



MuseumApp: Interactive Tours, indoor and outdoor.



The MuseumApp is a new product for museums with which they can create interactive indoor and outdoor tours for smartphones. The MuseumApp conveniently bundles and arranges all the tours from the participating cultural institutions.

MuseumApp consists of three parts:

- ① Tours: photos, videos, sound, texts, tasks and opinions are linked to locations in the city and to the exhibition rooms of a museum.
- ② Tourmaker, an online editing environment in which tours can easily be made and published.
- ③ An App: for iPhone and Android.

The App brings users into direct contact with the knowledge on relevant locations and of the participating institutions.

[Proceed to the Tours](#)



Museums and the Web 2012

At Museums & the Web 2012, the MuseumApp received an honourable mention in the category 'Mobile' of the 'Best of the Web' challenge.

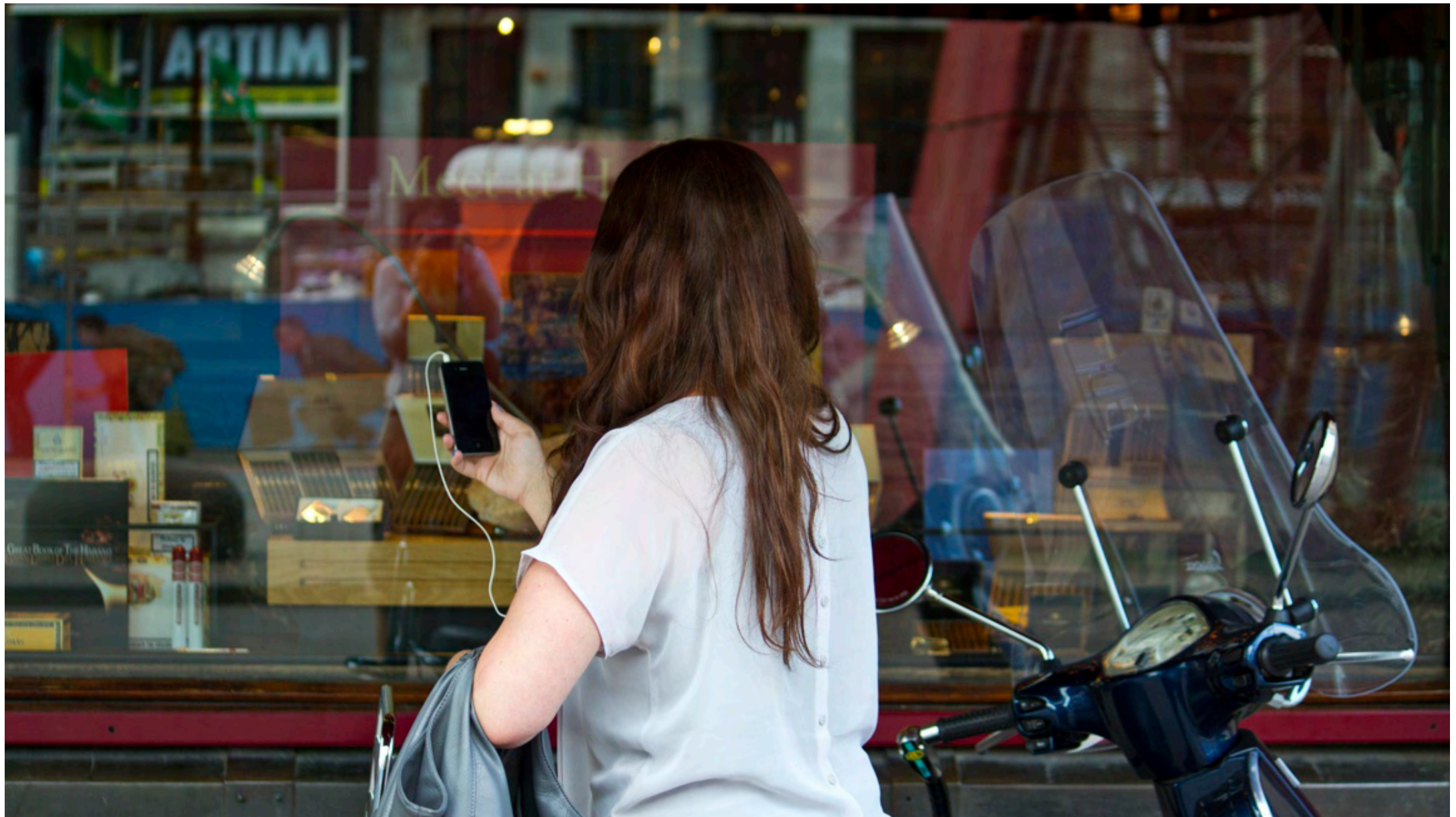
MuseumApp.org

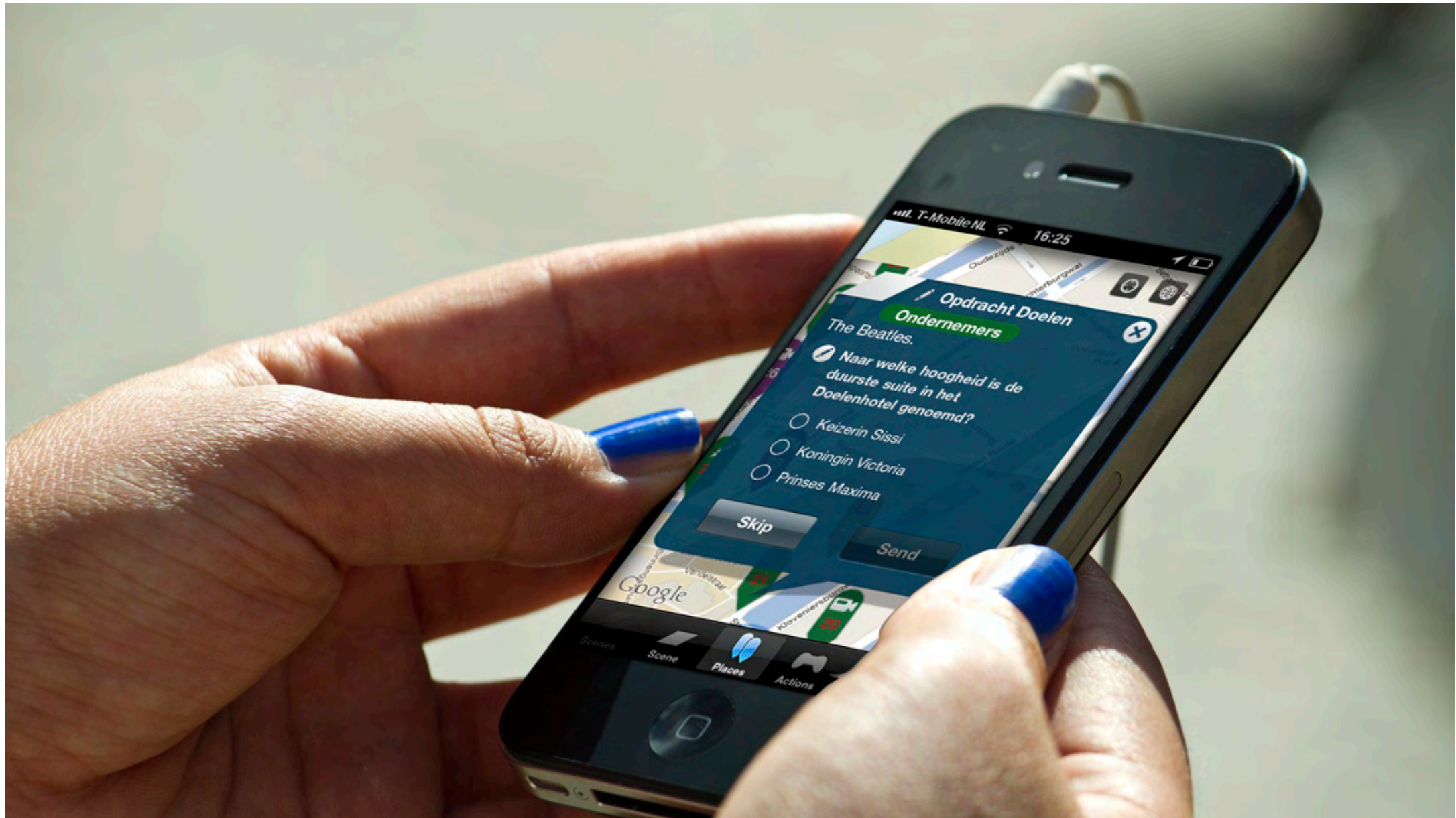
Interactive mobile tour platform for Dutch museums & archives



















Vision & Ground rules

The real world is the most powerful place for us to learn about culture and smartphones will help us with that: life long learning...

Create a platform for Dutch museums to offer cultural location-based stories on smartphones.

Basic Strategy

1. Visitors to a city should not have to download 20 apps.
2. Creating and publishing interactive tours should be easy & non-technical
3. The initiative should cover all: Apps, Web Portal, CMS, support, community
4. Build the platform with the Museums not for the Museums.
5. Make it accessible and affordable for all Museums, big and small.



The power of mobile storytelling

Locative Storytelling

Unlock cultural stories at physical locations using digital media on smartphones

New publishing formats

Linking the exhibition content with city content.

User participation

Add user-generated-content to 'official' stories, add game-play, add social media.

Accessibility

Access content any time outside of the museum walls.



7 scenes

Amsterdam - the perfect Living Lab

The set-up

Subscription

Museums can start *right away*: subscription to start create and publish mobile tours

All together

All museums publish *together* in one platform: apps and MuseumApp.org portal.

Consortium

7scenes: technology & support

Waag Society: content research & support

Amsterdam Museum: museum perspective

Amsterdam Marketing: marketing

Reinwardt 'heritage' Academy: curriculum / minors

Ministry of Cultural Heritage: impact research

Support

Regular sessions with all museums: concept, content, logistics, communications, etc.



The results

Launched in September 2011 with the Amsterdam DNA exhibition

25+ museums, 60+ tours, multiple cities

Amsterdam Museum, Stedelijk Museum Amsterdam, Cobra museum, Jewish Historical Museum, The Hague Historical museum, NinSee, Press museum, Rembrandthuis, Theater Institute NL, Museum Het Schip, Het Grachtenhuis, Multatuli Huis, Heineken Collection Foundation, NDSM, Westergasfabriek, Maritiem Museum Rotterdam, De Bilt schrijft, The Hague City archive, Stedelijk Museum Zwolle, and many more..

Runner-up Best of Mobile - Museums&The Web 2012

Best Online History product of The Netherlands 2012.

Spin-offs

- Augmented Reality Tours - Stedelijk Museum Amsterdam
- Literary stories platform - The Hague
- AnnoDrenthe.NU - platform for province of Drenthe
- MyTours.be - Heritage platform Flemish Ardennes
- ...

So what did we learn? (1/2)

Concept

- Learn about Storytelling: less is more
- Concept of locative media
- Methodologies matter (blueprints)

Content

- Continuity in production quality: found footage vs professional.
- Combine professional with in-house media production
- Engage the community of experts: co-creation sessions.

Product

- Need to combine Indoor with Outdoor.
- Branded versions: my own app & the MuseumApp

Communication

- Communication toolkits work.
- Communication strategy: institution and platform level.



So what did we learn? (2/2)

Organization

- new medium needs a place in the organization
- link to exhibition schedule
- do not lend out smartphones

Collaboration

- knowledge sharing sessions create a common goal
- create a shared product roadmap

Pricing model

- SaaS is difficult - Museums have dynamic budgets
- Levels for museum sizes

Not for all museums...



So what's next? (1/2)

City (marketing) perspective

- branding of a city or region

Data analytics

- Analyze user profiles, activity and use of space

Crowd-sourcing content

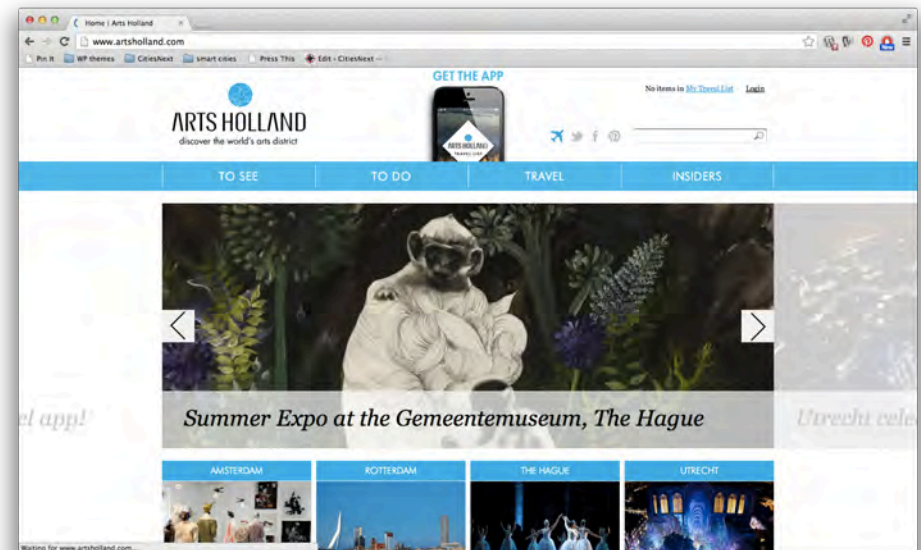
- opening up content creation: challenge model

Open Cultural Data

- curated open data sources: broader spectrum of cultural data for end-users

Revenue streams

- in-app purchase revenue per museum
- licensing content to tourist service providers



So what's next? (2/2)

More Indoor

- Better positioning: wifi, image recognition

Full tourist experience cycle

- better integration web, tablet & smartphone.
- work with tourist service providers.

More serendipity

Intelligent information notification (Google Now)

New devices

Samsung Gear watch, Google Glass and more



Thanks

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