

D.4.1.5. Apps for the promotion of UNESCO sites

Project details

PROJECT ACRONYM	USEFALL
PROJECT FULL TITLE	Unesco Site Experience For All
AXIS	ENVIRONMENTAL AND CULTURAL HERITAGE
OBJECTIVE	3.1- Make natural and cultural heritage a leverage for sustainable and more balanced territorial development
START DATE	01.01.2018
END DATE	30.09.2019

Deliverable details

WORK PACKAGE	WP4 - Touristic Promotion of Unesco sites accessible for all
ACTIVITY NUMBER	4.1 - Multimedial promotional activities for a better usability of Italian Croatian cultural heritage
PARTNER IN CHARGE	PP2 - Venetian Cluster
OTHER PARTNERS INVOLVED	
STATUS	Final
DISTRIBUTION	Public
DATE	31 st August 2019

Botanical Garden (Padua)

The Botanical Garden APP already existing was developed by AKQA, an enterprise which develops innovative technologies linked to the culture and the scientific world and followed also the further improvement of the APP.

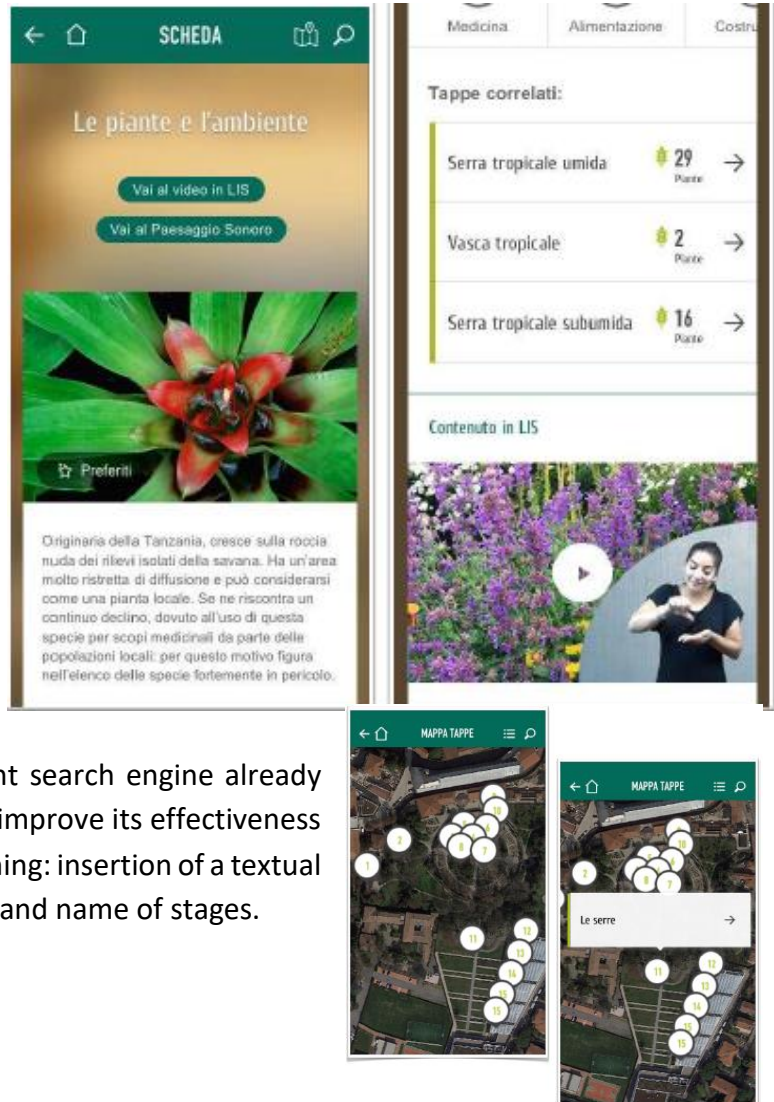
Having decided that the APP need to be renovated, the steps have been:

1. Implementation of App Review & New Feature Integration, to be applied to the existing app;
2. Drafting of technical-descriptive report of the activities carried out and of the functionalities realized, including user manual.



Specifically, the realization of the following three steps was pursued:

1. Integration of the videos of Veasyt Tour in the app to access to the LIS contents and guarantee the enjoyment of visitors with hearing disability: for each stop-over availability of the LIS videos in the app produced by Veasyt for the Botanical Garden;
2. Integration of the "Soundscapes" to support the individual visit with a new sensory and inclusive experience: insertion into the app of a standard audio player that will reproduce the sound (audio file) for each environment or for each stage to which the file will be linked.
3. Integration of the current plant search engine already present in the app, in order to improve its effectiveness as a tool for guiding and deepening: insertion of a textual search system for plant names and name of stages.



Museum of Oriental Arts (Venice)

For the Museum of Oriental Art an application, based on a neural network and accessible through smartphones was developed. When headed towards some objects, it provides an explanation of what is seen. The objects displayed are some Japanese musical instruments, and the application offer an audio explanation of the features of the instrument and also allows to listen to the sound of the instrument.

