

Extending the GUIDE@HAND tourist guide application with QR Codes for Museum Learning

Case Study

Edit Bárd – Danube Museum

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Contents

- Introduction
- Museum
- Night of the Museums 2012
- **GUIDE@HAND**
- Virtual walk with QR codes
- Further Development
- Installation
- Contacts



Danube Museum

- Located in Esztergom
- Founded in 1973, new permanent exhibition in 2001
- Interactive, family-friendly museum
- Awards:
 - Museum of the Year in Hungary, 2001
 - Special Commendation of EMF, 2003
 - Family-friendly Museum Award, 2005
 - Visitor-friendly Museum Award, 2009



Danube Museum in pictures



Night of the Museums 2012

- for the seventh time in the museums and exhibition halls of Esztergom and Štúrovo
- 16th of June 2012
- various programs and special events between 6 p.m. and midnight
- 15 participants (e.g. museum, gallery, archive,)
- more than 2000 visitors



GUIDE@HAND - Introduction

- **Multilingual audio guide for foreigner and local tourists**
- **Guided walks from attractions to attractions**
- **Location based information about sights, services and events**
- **High-quality consumable content**
- **Available on mobile devices (iPhone, Android)...**

GUIDE@HAND – Services (1)

- **One- or two-hour-long enjoyable Guided walks**
- **Audio stories and voice instructions in various languages while walking**
- **Usage of offline or online interactive maps**
- **Displaying useful places (e.g. restaurants, entertainment, shops, etc.) on the map**
- **Possibility of standalone discovery of a town or a region**

GUIDE@HAND – Services (2)

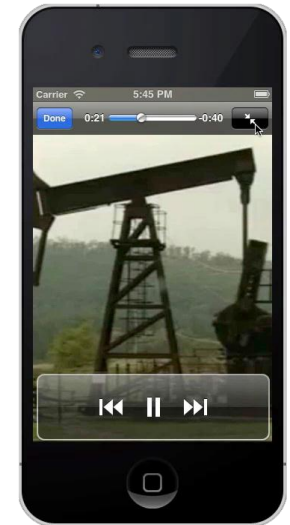
- **No Internet costs during using the application**
- **Usage of indoor information system (integrated QR Code reader)**
- **Sharing experiences and reliving them**
- **Statistical data on the usage of the service**
- **Premium service providers**

GUIDE@HAND – References

- **Budapest (Tourism Walks, thematic walk based on the novel of Géza Ottlik, event locator)**
- ***Esztergom (Interactive exhibition with QR codes, event locator at Night of Museums)***
- **Mátra (Special walk for hikers, presentation of the tourism, geographical and religious sites of this region.**
- **Tokaj Region (complex tourism package)**
- **Eger (complex tourism package)**
- **Košice (Tourism Walks)**

Virtual walk with QR codes

- 10 QR codes in the permanent exhibition
 - 5 of these were related to actual objects and installations in the exhibit.
 - 5 QR codes were placed on the floor of the map room depicting Hungary from space.



Further Development

- to gain a deeper understanding of the exhibited objects
- it is up to the visitor how much they “consume”
- the provision of supplemental information, films and audio becomes simpler in this way
- making it easier to keep information fresh and up to date
- it does not necessarily require an investment in equipment by the museum
- more cost efficient for the museum and more convenient for the visitors

GUIDE@HAND – installation



Thank you for your attention!

Contacts

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