Access Everywhere:
From Digital Overlays to Talking Buildings
The third space
Changing mobile landscape
Changing mobile landscape

- Total number of Facebook users worldwide has now reached 1.4 Billion.
- 250 Million of those users are accessing FB from Mobile devices.
- There are an average of 190 million tweets everyday.
- There are over 5 billion photos hosted by Flickr.
- Smartphone users will total 1.75 Billion users in 2024
How museums have always been thinking mobile
Mobile experiences within museum walls today

Desmoiselles d’Avignon. 1907
Pablo Picasso

The Starry Night. 1889
Vincent Van Gogh

MoMA
Mobile experiences within museum walls today

Gallery One, The Cleveland Museum of Art
Mobile experiences within museum walls today

Art Hunter - National Galleries Scotland
What if that creativity and ingenuity could be taken out of the museum or gallery?
Making the streets the gallery

The Grand Tour - National Gallery & Hewlett Packard
Technology democratising our cities

Santander ‘Smart City’
The Silent History: Using location to enhance storytelling
Using location to enhance storytelling

The Silent History

Download on the App Store
Enabling discovery of urban environments
• Content
• Discovery & Choice
• Serendipity
• Location-Specific
• Emotional connection
Why are museums uniquely placed to be at the forefront?
Building on current innovations

Extending the collection beyond museum walls

Story Drop
Brighton Royal Pavilions

Encouraging visitors to be creative

Renoir Returns
Baltimore Museum

Valuing connections outside their walls

Loyalty & Rewards scheme
Dallas Museum of Arts
By using technology we can extend the reach of museums
Creating digital storytelling corridors in world cities
Newcastle River walk

Millennium Bridge

Baltic
What about new technology advances?
Project Tango
What about new technology advances?
The interpretation superhighway?
Thank you

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