

# strategy for digitalisation

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Digital technologies and the quick pace of change do not only present a threat but also an opportunity. Various strategies enable heritage institutions to plan their digitalisation that uses the opportunities and limit the risks of the transformation. Only a long-term vision and understanding of processes to navigate through the digital world can ensure a stable fulfilment of institution's mission.

... to stay on the right course despite the fast pace of change.

No major decision can be made instantly. It requires time, a discussion, and a brave decision-maker to adopt it. Digitalisation strategies assist the transition by reminding of the vision and providing the roadmap, backed by an interdisciplinary team of heritage and digital technology experts.

A successful strategy should be tailor made – it should understand current limitations and aspirations, as well as plan accordingly: realistically, resource-efficient, yet ambitious.



# Roadmap to **tourism 4.0** HERITAGE+



Museum as a collection-holder and presenter

Museum as a learning hub &  
a community-builder

The end of museum – as we know it

## Analog

Cultural heritage as-it-is  
+ additional information

## Digitisation

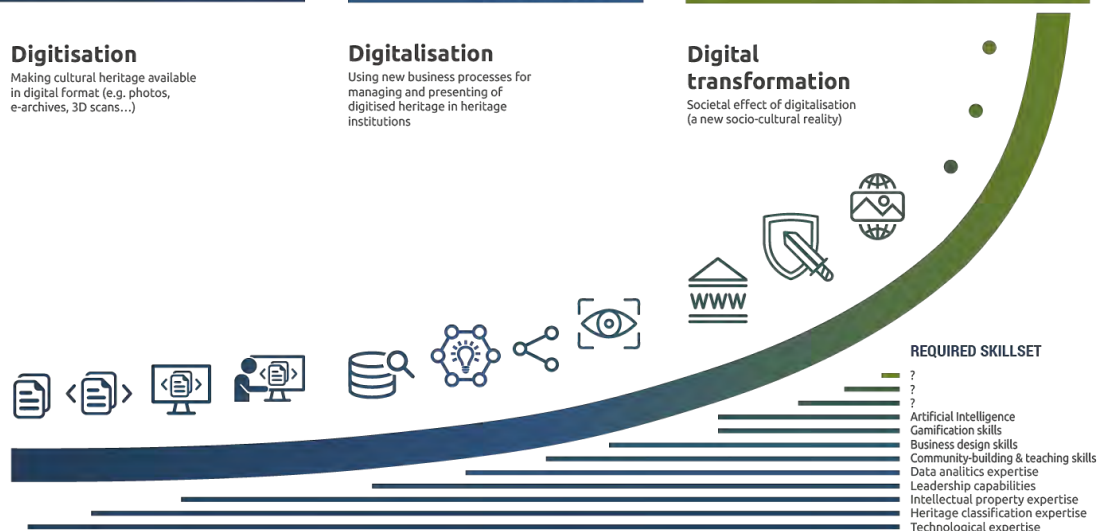
Making cultural heritage available  
in digital format (e.g. photos,  
e-archives, 3D scans...)

## Digitalisation

Using new business processes for  
managing and presenting of  
digitised heritage in heritage  
institutions

## Digital transformation

Societal effect of digitalisation  
(a new socio-cultural reality)



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# 360° photography and video

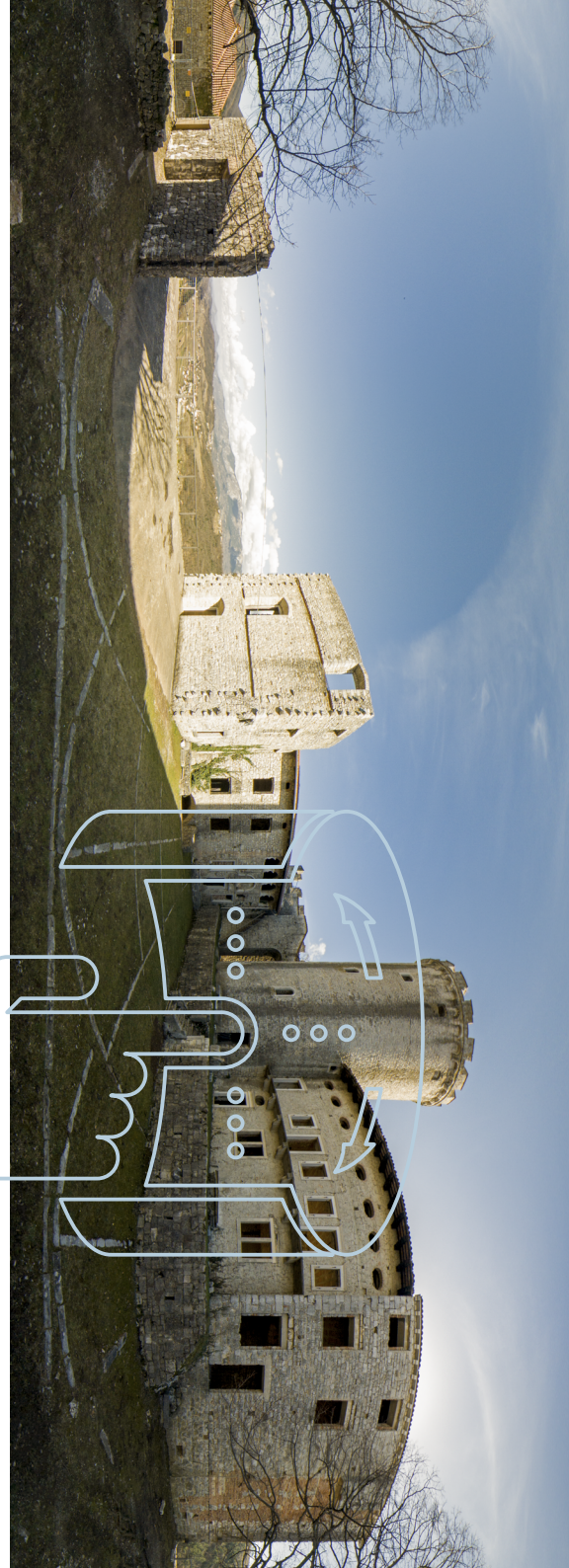
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Spatial 360° photography presents an object of cultural heritage or a natural heritage site in a way that classic photography cannot. Just one photo captures all the environment that virtually surrounds the viewer and enables observing of the space in all directions. With upgrading of 360° photos or 360° videos with 2D and 3D animated elements, it is possible to re-create an existing or a virtual space - we can reconstruct a former state, showcase development through time or simulate a restoration.

... to present heritage in novel, more interactive forms.

The footage is taken by professional equipment enabling 12K photography and video production in 360-degree VR technology. With drones or ultra light aircrafts even hard to reach areas can be filmed and photographed.

Individual 360° photo or video shots can be joined into virtual tours that enhance the experience and enable users to freely (virtually) explore the location. When such tours are equipped with interactive maps, additional photos or archive documentation and attractive storytelling, new immersive experiences are created that could not be forgotten.







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## 3D scanning and modeling

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Cultural heritage can be transformed into digital copies that hold information of dimensions, materials and development through time by 3D scanning and modelling all elements of cultural heritage from large and medium to small and micro. Such models are crucial for accurate documentation as well as for presentation in cultural tourism purposes and research comparison or simulation of reconstructions. Especially as a source of information in the case of reconstructions due to unfortunate natural and man-made catastrophes.

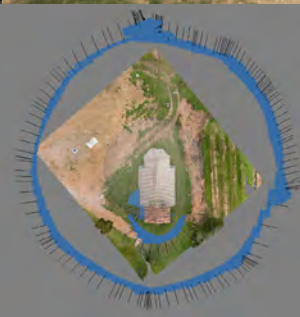
... to build a digital story  
with 3D bricks.

3D models are the starting point, the stepping stone, of any digital story – either in virtual museums, virtual tours, AR/VR/xR apps, 3D printing of replicas and souvenirs or in any advanced research activities.

A good quality and diverse collection of 3D models allows the creation of educating and inspiring narrations as well as engagement tools. High quality of final renders enables the use of documents both online, for printed promotional materials or for large format prints - 3D models thus become part of the assemblage of promotional materials and a distinctive element of the graphic identity of a heritage institution.







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# AR / VR / xR apps

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AR/VR/xR apps enable visitors to experience, explore and learn about cultural heritage in a new way – lost, invisible and fragile cultural heritage, as well as heritage under special protection regimes, can thus be experienced in its full and enriched glory. The technologies also allow the visualisation in combination with remaining or connected elements of tangible and intangible.

... to showcase demolished, archived or inaccessible cultural heritage.

AR/VR/xR apps represent cultural heritage either in virtual reality (especially the inaccessible or destroyed areas and intangible heritage) or in augmented reality (especially the invisible elements of otherwise accessible areas or intangible heritage).

The process of creating AR/VR/xR apps demands engagement of diverse and interdisciplinary group of professionals, contributing heritage, digital technology, user experience and service design, as well as business expertise. Such apps can function as stand-alone mobile apps or are incorporated in websites and exhibitions or other interactive settings.





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# digital library of heritage objects

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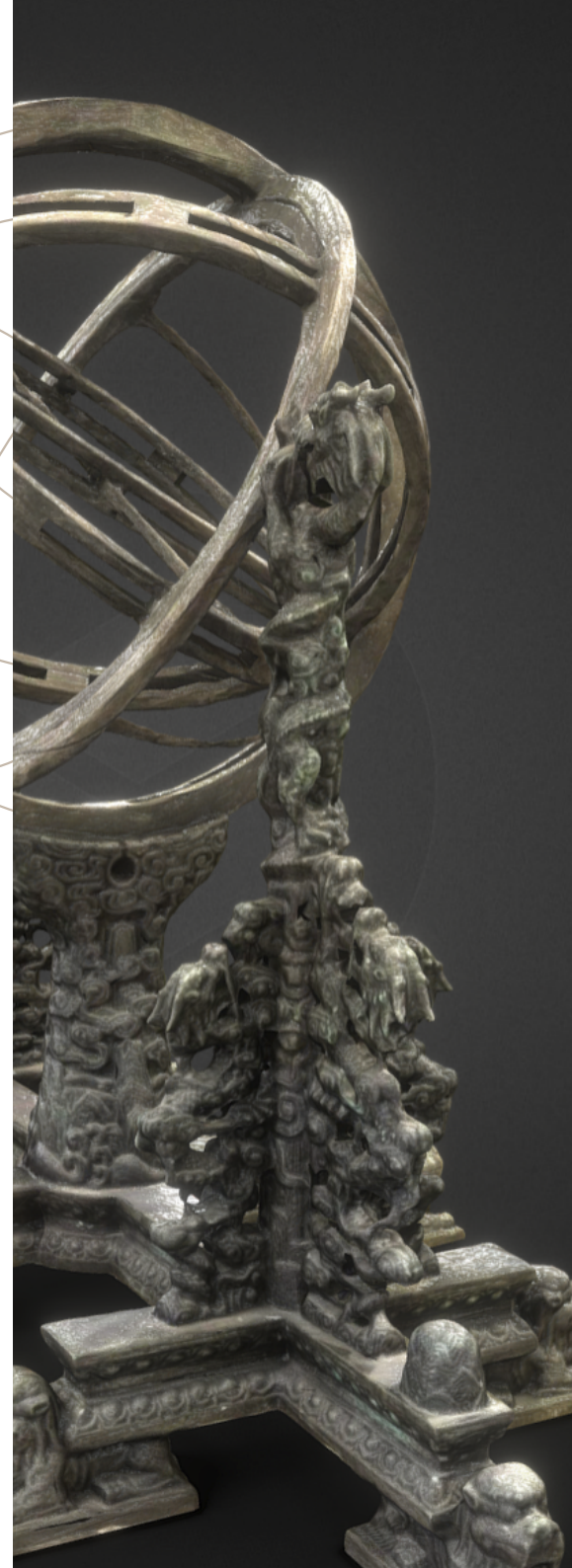
Digital library of museum artefacts is intended for secure storing and efficient as well as user-friendly use of data both at exhibitions and in depos. It was developed in collaboration with renowned institutions and in line with international standards of International Committee of Documentation, the committee of the International Council of Museums (ICOM).

... to sort and store data on cultural heritage in one place.

Digital library of museum artefacts enables:

- | aggregation of data of collections, objects, documentation and other heritage,
- | safe and secure storing as well as remote access (anytime and anywhere) advanced search among all items,
- | easy to use upload function of diverse type of materials (photographs, negatives, diapositives, ...),
- | automated generation and export of data in different formats.

The platform automatically generates catalogues in standardised formats and enables administration of moderating rights to different types of users.





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## digital story-telling and story-doing

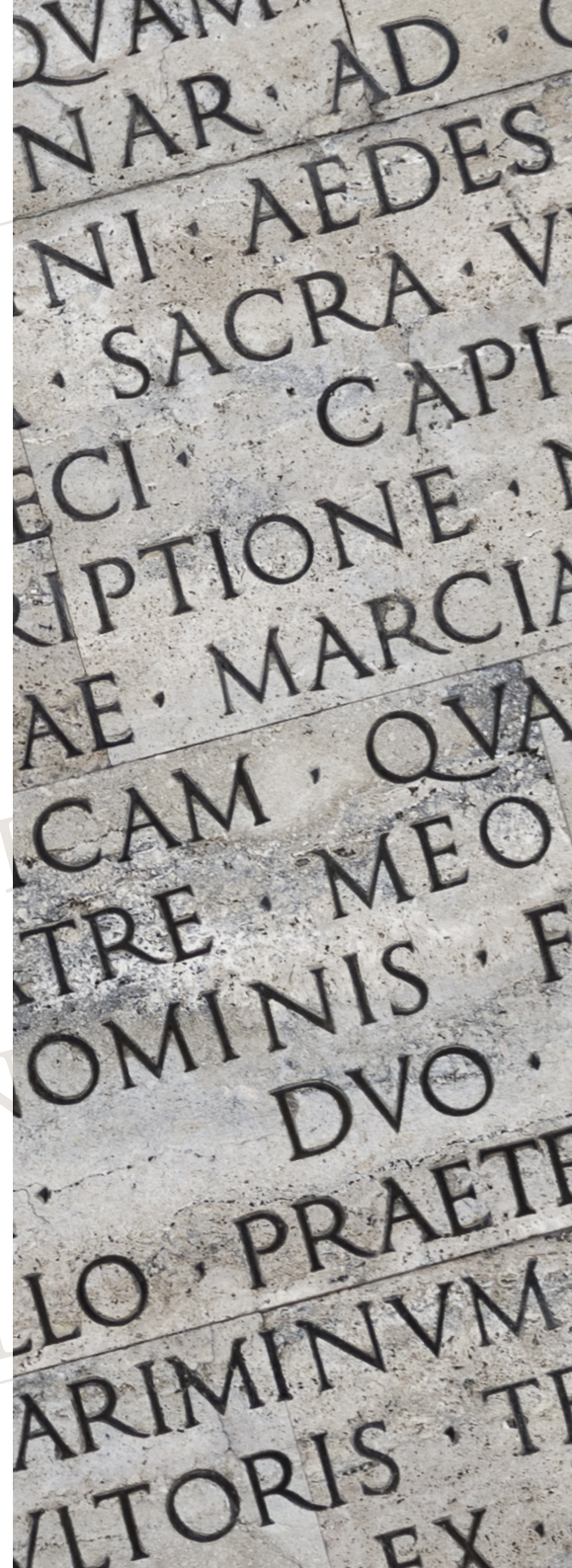
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Through digital story-telling and story-doing we are inviting target groups to engage with rich cultural heritage – either through listening, observing and sensing or co-creating immersive stories and narrations that involve, impress, educate, and inspire people of all ages. This contemporary content marketing approach builds on the thousand-year-old storytelling skills and new digital tools, such as 360° tours, drone video footages, 3D models, infographics, ...

... to turn information into stories  
that impress, educate, and inspire.

In addition to supporting you with creation of successful story-telling and story-doing we organise trainings and workshops with heritage experts, content marketers, professional story-tellers, digital experts, activists, and digital artists helping you to turn your heritage content into attractive stories. With their support you will be able to reach new target groups.

Moreover, we understand and respect the boundaries that protect cultural heritage from banalisation and misuse. We aim for knowledge sharing and digitalisation of cultural heritage in the form of edutainment - the combination of education and entertainment.





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# development of cultural tourism

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Rich environmental and cultural diversity is one of the main assets of many destinations. Yet potentials without investments remain just potentials. Digital innovation workshops guide participants (tourist provides, local communities and heritage institutions) in developing new cultural tourism products that help to overcome this barrier when planning, developing and implementing attractive heritage experience based on advanced technology solutions.

... to utilise cultural heritage potential for successful (business) stories.

Digital innovation of cultural heritage can be understood as a user-oriented development of new products and services that use the potentials of new technologies (augmented reality, 3D scanning and 3D printing, web platforms, ...), while respecting the cultural heritage and its protection regimes to develop new knowledge and skills (art & design thinking, business modelling, user experience, digital marketing, ...).

Digital innovation bridges the worlds of digital entrepreneurship and heritage protection.





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