

Museum Visitors receive Cutty Sark History through App and QR codes

Business need

To provide information on the Cutty Sark Tea Clipper ship to users in an efficient and fun way.



The solution

A downloadable app which provides a map of the museum and QR codes that interacts with the exhibit.

The app is available on Apple and Android devices, built using the latest HTML5 technology. It features augmented reality image recognition technology, meaning that when QR codes placed on the exhibits are scanned, visitors can play interactive games and watch videos about the history of the Tea Clipper ship.

Visitors can also access social media through the app, and share their experience with friends and family. It is one of the most ambitious visitor projects being developed with London's museum & tourism industry.

Functions

- Hybrid App
- QR Codes
- Augmented Reality

