



CULTURE, TOURISM & EXPERIENCES

Visitor Explorations

A conversational guide through galleries, archives, and hidden collections. Visitors choose a question, a language, or a route; your curators keep the thread.

Every visitor asks a different question. Your collection can answer.

On the visitor's phone, on a totem, or in the gallery, a conversational guide answers questions in the visitor's language, proposes routes, and introduces figures from the collection's history. It works alongside your guides and educators, not instead of them. Its knowledge base, languages, and limits are set with you and reviewed before launch. If you want it, aggregate feedback on routes and questions shows your curators what visitors really look for.

40+

LANGUAGES, ONE
KNOWLEDGE BASE

1

GUIDE, MANY
ROUTES

0

VISITOR DATA
WITHOUT YOUR
EXPLICIT CHOICE

THE PROBLEMS WE SOLVE FOR MUSEUMS, CULTURAL INSTITUTIONS, AND DESTINATIONS

01 — ONE ROUTE FOR EVERYONE

Families, students, and specialists follow the same labels in the same order

Routes, questions, and encounters offer several ways into the same story. Each visitor chooses; the thread stays intact.

FOR WHOM

Museums, archives, libraries, and science centers; historic sites and cultural districts; destinations and tourist boards; education and audience-development departments; institutions with multilingual audiences.

FORMAT

Smartphones, totems, and gallery displays; galleries, archives, and hidden collections; in the visitor's language. Sources, depth, languages, interaction modes, and any aggregate data chosen by you. Integrates with your ticketing and visitor apps where useful.

02 — THE QUESTION NOBODY CAN ANSWER

Guides are few, labels are short, the question goes unanswered

The guide answers in the visitor's language, within the limits you set, and says when it cannot. Your mediators stay at the center.

03 — A COLLECTION NOBODY REACHES

Archives, storerooms, and reserves stay out of the visit

The guide opens routes into what is not on display: documents, specimens, places, and figures the visit could not otherwise include.





INSIDE THE SOLUTION

Start with audiences. Offer choices. Review the responses.

01 Start with audiences

The questions visitors actually ask, their needs and goals, the content that deserves several entry points.

02 Offer clear choices

Routes, questions, and encounters with documented figures, a few at a time. Every detour leads back to the thread.

03 Review the responses

Sources, dialogue quality, languages, and usability checked with your curators and real visitors, then refined.

04 What changes for visitors

They find their own way in. They ask, and get an answer. They discover parts of the collection they would never have reached.

WHAT YOU GET

A configured guide

Your sources, your depth, your limits, your languages.

Routes and questions

Several ways into the same story, designed with your curators.

Figures to meet

Documented scholars and characters on a curated knowledge base.

Feedback for curators

Aggregate, optional, transparent to visitors.

Start with one gallery

Choose one gallery and the ten questions visitors ask most often. We configure the guide with your curators, open it to visitors for a month, and look together at the routes chosen and the questions asked.

WORKS WITH SMART EXHIBITS

The figure visitors meet on their phone can be the same one that speaks from the gallery wall: one knowledge base, several places to meet it.

PART OF THE CULTURE, TOURISM & EXPERIENCES OFFER

One of the five e-REAL solutions for culture and tourism, with Smart Exhibits, Historic Places as Cognitive Environments, Sport and Leisure Experiences, and Interactive Space Design.

LET'S TALK

Book a demo on www.e-real.net or propose a place for a pilot.

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