

“Content is King, Context is Queen” – Cultural Heritage in Mobile and Augmented Reality-Scenarios

**Bavarian State Library
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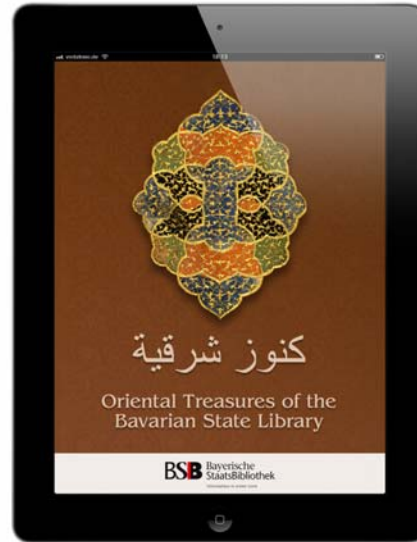
Gartner Top 10 Strategic Technologies for 2012

1. Media Tablets and Beyond
2. Mobile-Centric Applications and Interfaces
3. Contextual and Social User Experience
4. Internet of Things
5. App Stores and Marketplaces
6. Next-Generation Analytics
7. Big Data
8. In-Memory Computing
9. Extreme Low-Energy Servers
10. Cloud Computing



<http://www.gartner.com/it/page.jsp?id=1826214>

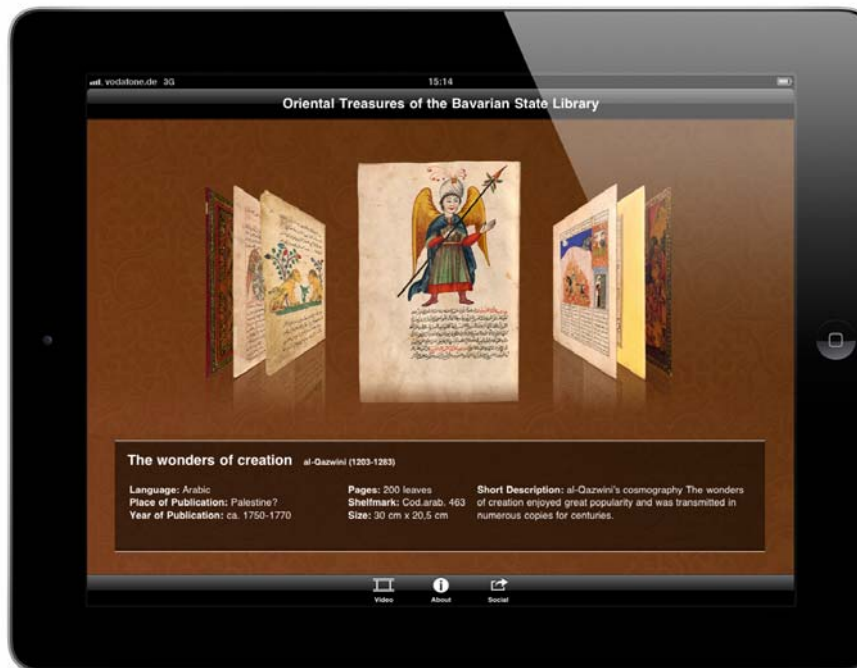
Cultural Heritage 'on the Go': "Famous Books" & "Oriental Books"

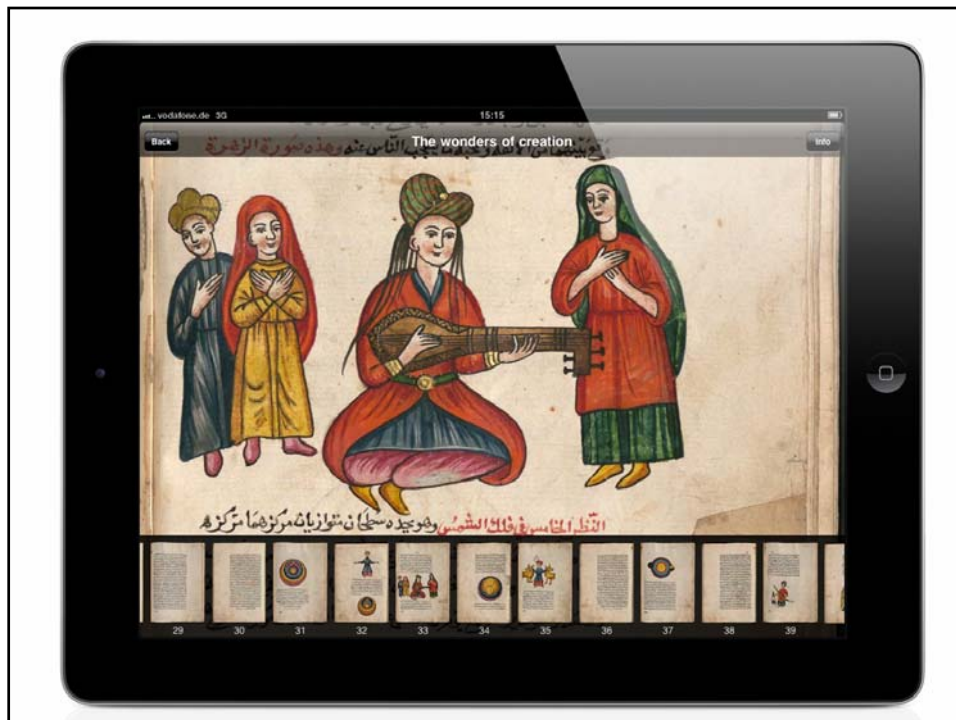


Cultural Heritage 'on the Go'



Cultural Heritage 'on the Go'





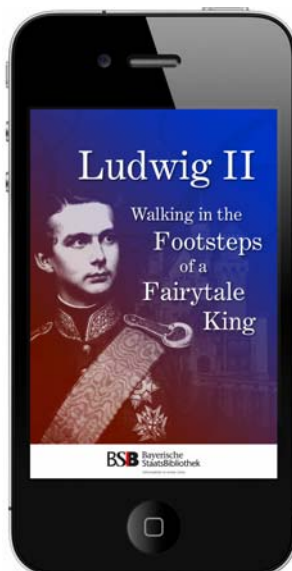
...also for the iPhone





Augmented Reality (AR)

Overlaying multimedial digital information over a visual representation of the real world, usually captured by a smartphone camera



Augmented-Reality-App



Selected Features...

- Multimedial information about 140 locations, which appear **live in the iPhone camera view**.
 - 400 historical photos
 - 25 portraits
 - 5 special topics
 - 50 video-interviews
 - 53 audio-features
 - 3D-Augmented Reality

