

HistoriCa m Your Personal Tour Guide

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A photograph showing three tourists from behind, looking towards the Sagrada Família in Barcelona. The man on the left wears a green shirt and a tan backpack. The woman in the center wears a blue tank top and a white fedora hat. The woman on the right wears a yellow dress and a grey backpack. A green travel tag hangs from the center woman's backpack.

Get a bespoke
tour anywhere!

Problem Statement and Target Audience

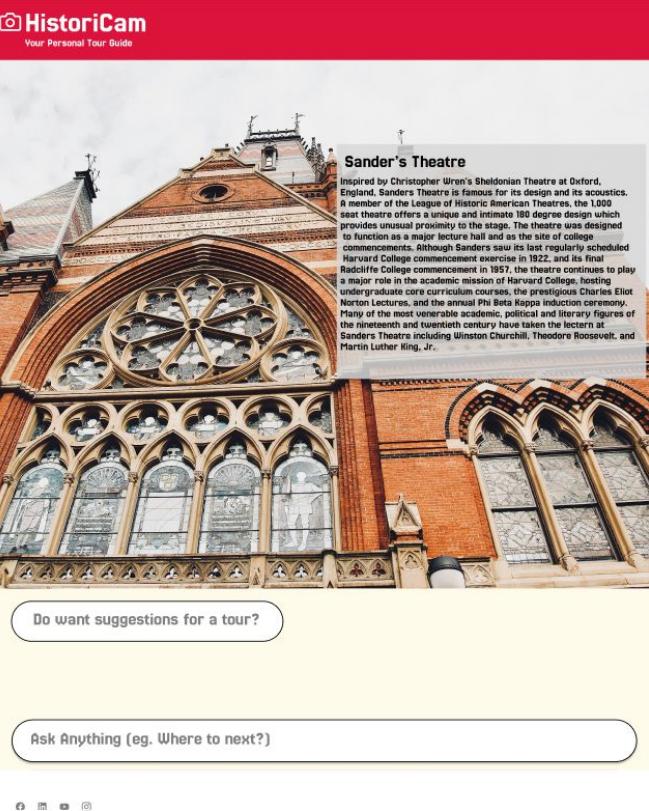
When travelling or exploring alone, you may want to know the history and lore of building, statues, and structures nearby

Currently, the best solution is to track down someone knowledgeable or describe what you're looking at to some search tool

We have all encountered this issue, whether we are travelling somewhere or exploring our local area



Solution



The screenshot shows the HistoriCam app interface. At the top left is the logo "HistoriCam" with a camera icon, followed by the tagline "Your Personal Tour Guide". Below the logo is a large image of Sanders Theatre, featuring its red brick facade and intricate Gothic-style stained glass windows. To the right of the image is a detailed description of the theater's history and significance. At the bottom of the screen are two interactive buttons: "Do want suggestions for a tour?" and "Ask Anything (eg. Where to next?)". The bottom right corner of the screen shows social media sharing icons.

Sander's Theatre

Inspired by Christopher Wren's Sheldonian Theatre at Oxford, England, Sanders Theatre is famous for its design and its acoustics. A member of the League of Historic American Theatres, the 1,000 seat theater offers a unique and intimate degree of intimacy which provides unusual proximity to the stage. The auditorium was designed to function as a major lecture hall and as the site of college commencements. Although Sanders saw its last regularly scheduled Harvard College commencement in 1922, and another in 1957, it continues to play a major role in the academic mission of Harvard College, hosting undergraduate core curriculum courses, the prestigious Charles Eliot Norton Lectures, and the annual Phi Beta Kappa induction ceremony. Many of the most prominent academic, political and literary figures of the twentieth century have spoken at the auditorium of Sanders Theatre including Winston Churchill, Theodore Roosevelt, and Martin Luther King, Jr.

Do want suggestions for a tour?

Ask Anything (eg. Where to next?)

HistoriCam turns any smartphone into a context-aware AI powered tour guide that instantly recognizes a landmark, tells the story behind it in an engaging chat, and stitches nearby stops into a coherent, personalized tour. We provide a state-of-the-art vision and language AI system to give a captivating experience

Why is it better than audio guides or just clicking a picture and giving it to your favorite LLM?

Why Us?

1

Instant End to
End Bespoke
Tour Guide

2

Story-first
conversation

3

Personal
Anecdotes from
Students

4

Trustworthy

Scalability

Worldwide reach



- Expanding to new locations requires collecting building/landmark photos and information.
- Once a critical mass is hit, locals can add and improve information.
- This just means maintaining a growing database.

Technologies / Optimizations

Landmark / Building Identification:

- Construct a vector database using VertexAI (Multimodal Embeddings, Vector Search)
 - Identify matches via similarity search
 - VertexAI Vector Search allows for easy GPS filtering
- Potential for fine-tuning embedding model on our data or training

Landmark / Building Information:

- Pre-generate basic descriptions / profiles
- RAG for personalization / requests

Future Development and Growth Potential

01

Scope expansion
to Boston

02

Add Multilingual
Tours

03

Social Media
Integration

04

Audio Tour Guide

05

Planned and
Bespoke Tour
Routes

06

On-the-fly Tour
Generation

Join the Journey At

HistoriCam

Your Personal Tour Guide



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Why should you design a social media strategy?

Having a social media strategy will help you plan and implement **effective social media campaigns**, allowing you to **reach your desired audience** with the right content. A good strategy will help you:

- Coordinate your communications through different forms of media
- Maximize exposure and engagement, especially with your target audience
- Keep track of your progress more easily and identify areas for improvement

01

Goals and objectives



The pillars of social media strategies



Content ideation

Content ideation involves brainstorming ideas for content that will engage your target audience. This could include thought-provoking questions, polls, surveys, stories and discussions. It is important to consider the interests of your target audience and new trends



Platform selection

Careful platform selection is essential for successfully reaching your target audience. Additionally, you should analyze which platforms are most popular with your desired demographic and tailor your strategy to reach them more effectively. Keep up to date as there might be new trends that affect engagement

Three goals of a social media strategy



More reach

To increase reach, it is important to create content that resonates with your target audience and utilizes the most effective methods for reaching new viewers



Engagement

Improving engagement involves creating content that encourages users to interact with your posts. Responding to comments in a timely manner is great way to show appreciation for their participation



Conversions

Creating content that drives conversions entails promoting sales or generating leads for your business. This could include hosting giveaways, offering discounts or coupons to followers or targeted ads