HistoriCam

Your Personal Tour Guide

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Get a bespoke
tour anywhere!

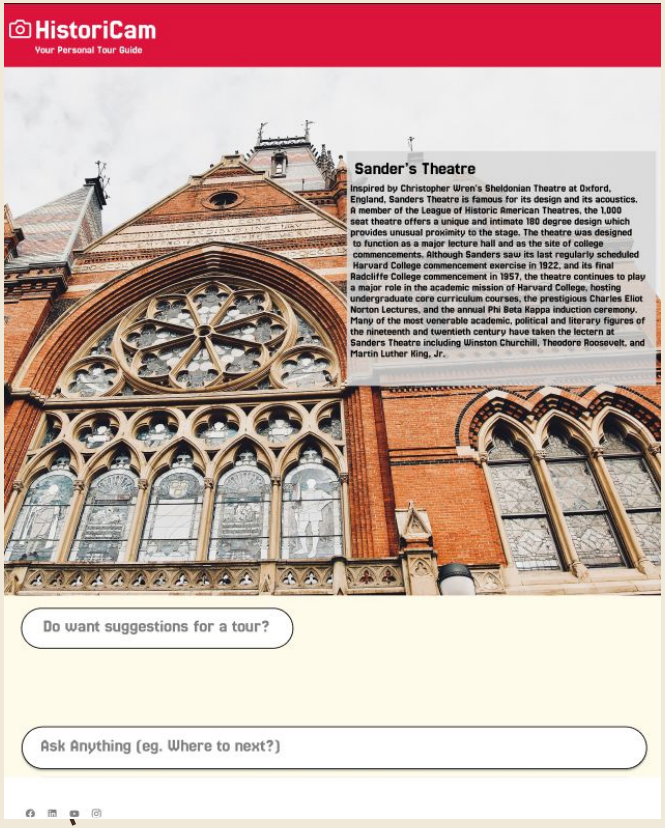
Problem Statement and Target Audience

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



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