



FROM
**TRAIN
STATION**



TO
**HISTORY
LESSON**

ENTERTAINMENT: UNION STATION KANSAS CITY **MAPPING THE HISTORY OF A 100 YEAR OLD BUILDING**

CHALLENGE

To celebrate their centennial, Union Station Kansas City presented the goal to deliver a mobile experience that brought the past alive with an immersive, interactive tour of Union Station. Revealing a rich history of iconic celebrities and events, VML wanted to allow guest of Union Station witness these encounters as if they were happening for the first time, right in front of them.

SOLUTION

VML built a beacon proximity-aware, augmented reality experience that leveraged technology from Google, Metaio, Gimbal and Moblico. Packaging 11 reenactments of historical and celebrity experiences from Union Station's 100 year history across 10 locations with the building, and establishing an "always-on" tool for Union Station to measure foot traffic across the building, as well as segment and selectively messages guest for future events.

