



# mingAR

A unique experience of discovering the city of Minga ❤️

By

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# How do we discover a new City?

- Guided Walking Tours
- Google Maps
- Reviewsites e.g. TripAdvisor
- Facebook
- Friends

# The Problem

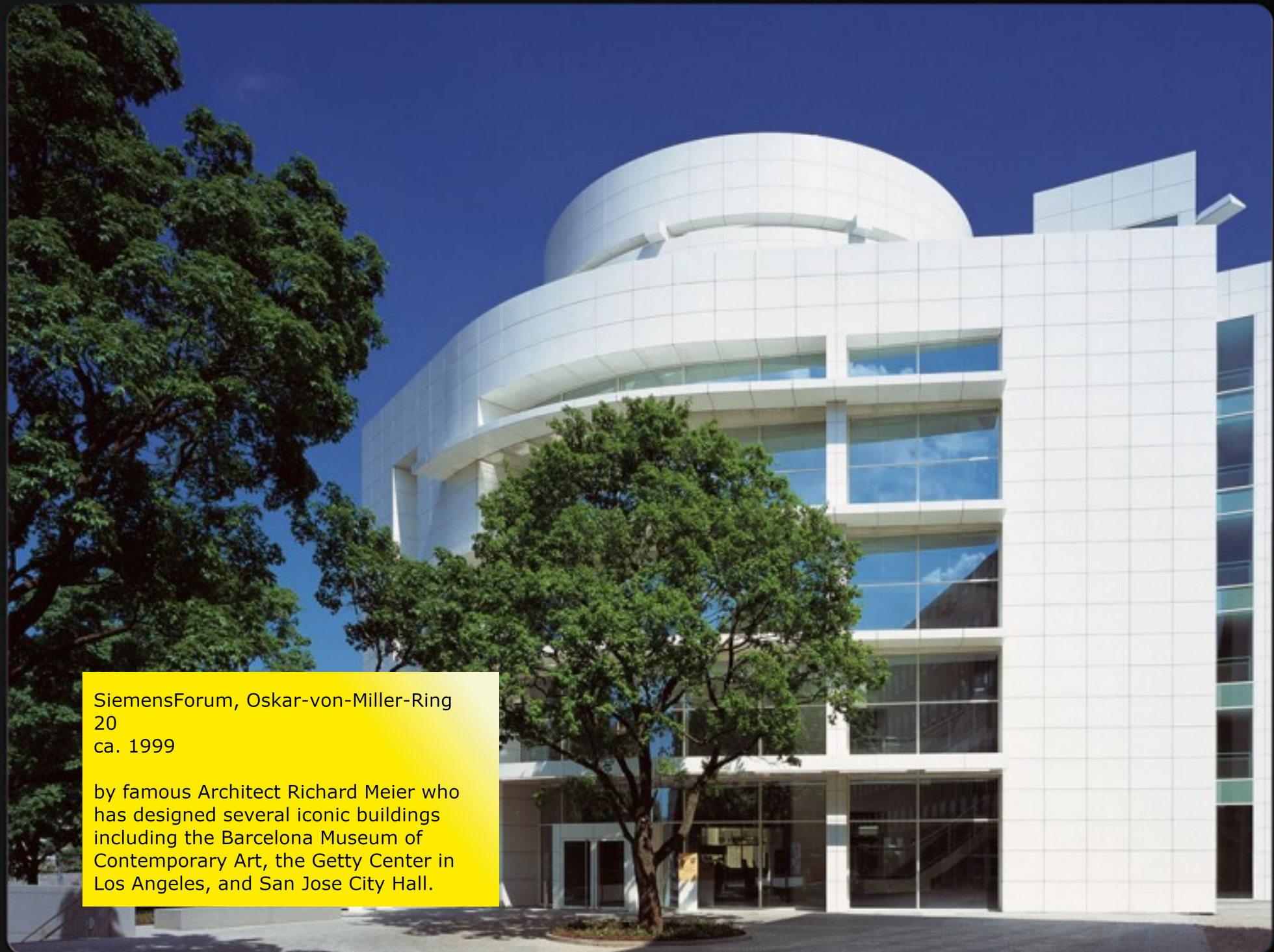
- Its NOT you! Discovering through the lens of other people limits your experience
- Let your own curiosity drive you!
- Walk around in your own pace and pay attention to your surroundings



**What is that?**



# mingAR



SiemensForum, Oskar-von-Miller-Ring  
20  
ca. 1999

by famous Architect Richard Meier who  
has designed several iconic buildings  
including the Barcelona Museum of  
Contemporary Art, the Getty Center in  
Los Angeles, and San Jose City Hall.

**„There are often some hundred times, a thousand times, before you can really see it for the first time“**

Christian Morgenstern, Munich

# Functionality

- Visit Points of Interests (e.g Landmarks, buildings, sights)
- Discover additional Information about the Poi's with our exceptional ARview
- Leave your notes on the buildings for the next guest to discover or write some historic facts that only a true local can know
- Complete Challenges to get Points for the Leaderboard and win prizes like a beer at the Hofbräuhaus
- Make a walking tour in your own pace, with our predefined themed Tours (e.g Street Art, Royals, Historic Landmarks, Munich during the Nazitime)

# Targetgroup

- Tourists on vacation
- Munich locals who want to discover their home more deeply
- Family and friends as a scavenger hunt competition



# Live-Demo