

4.3.3.5 AR and VR experiences; València; Copenhagen; Dublin

Visualise art with AR; València: The Fallas festival, an annual traditional celebration in the city of València, has offered the city the opportunity to partner with the University Research Institute on Robotics and Information and Communication Technologies (IRTIC) and the Engineering Technical School of the Universitat de València (ETSE-UV) to create an augmented reality application. This augmented reality allows users to interact with the ninot painting of the artist Ramón Solaz, which can be visited at the Ninot Exhibition. The ninot symbolises a neuron which forms part of a virtual brain. The user can explore it through the mobile application to obtain information about the latest discoveries on the field of neuroscience. The augmented reality application can be installed on numerous operating systems and can identify several types of neurons.

Find out more at: <https://www.uv.es/uvweb/engineering/en/etse-uv-news/augmented-reality-fallas-neuroscience-1285923366775/Novetat.html?id=1286033492616>

Locals' Guide to Copenhagen: In the Copenhagen Visitor Service centre, visitors can experience the city through soundscapes, VR-experience and more, before exploring the city for themselves. Visitors can immerse themselves with a VR- bicycle experience in the visitor centre, learning how to navigate the streets of Copenhagen on a bike and what to be aware of. Copenhagen Visitor Service also have a digital guide – Copenhagen Visitor Guide – with selected recommendations for attractions, museums, eateries, shopping etc. which can be accessed in the visitor centre, and on several local tourist information centres in city – and of course on smartphones.

Find out more at: <https://www.facebook.com/vrpro.dk/videos/927144760774187/>

Digital Trail Toolkit; Dublin: The Smart Tourism Programme for Dublin, supported by Dublin City Council, Fáilte Ireland and Imaginear have developed a Digital Trail Toolkit, designed to help identify best practice for destinations and businesses who wish to develop digital trails. The Digital Trail Toolkit is a step-by-step guide to assist industry in Digital Trail App development. Although there are many different types of app and digital trail developments in the tourism industry, there are few examples of toolkits developed specifically for organisations who are interested in building their own digital trail. The