

# Case study 22 - visitor map using AR

## *Using: QR codes, Zappar, BYOD, augmented reality*

### Downtown Citymaps

Downtown City Maps (DTCM) has published printed city maps and booklet guides in Glasgow, Edinburgh and the wider Loch Lomond area since 2004.

Its products are popular with incoming visitors from all locations and are trusted by hotels, transport hubs, venues and information centres as well as an extensive list of local businesses that trust them to deliver their brand tourism communication.

#### **Augmented reality and QR codes:**

In April 2019 DTCM introduced Augmented Reality into all publications.

They initially decided to integrate Augmented Reality and Dynamic QR codes into printed products to "bridge" printed promotion with the ability to deliver rich digital content. Covid19 has accelerated that process.

Tourists are now able to scan and take away a rich variety of immersive digital content directly onto their mobile phones. This allows them to view video, image slide shows, listen to audio, view translations and online location maps as well as direct telephone contact and instant booking.

What it offers is zero touch access using tourists own devices (BYOD) without having to download an app (webAR) and a take-away array of information accessed in traditional locations where businesses would want to be seen.

#### **Technology:**

To develop this technology, DTCM used UK based Zappar. This is a multi-level AR platform that can be bought into at low cost and provides "democratised" access to AR without the need to learn dedicated skills, use agencies or create additional digital material.

The Zappar control area is user friendly, similar to social media platforms and can be run by an existing team member without additional training and with a little practice is fast to use. It allows easy and fast upload of material and you can upskill to deliver more elaborate AR experiences over time.

AR integration using Zappar is very fast, the platform is quick and easy to access. A business can be AR ready by creating an account, uploading tracking images and material and applying it to marketing material.

DTCM also use dynamic QR codes, generated using the German based company QR Generator. This allows rapid access to multiple levels of activity such as web pages, PDF files, Audio, Video etc. Slightly less technically able than AR the QR codes still allow delivery of information directly to devices, content can be edited remotely without having change the code resulting in extended code life.



## Timeline:

Once they engaged with Zappar, they were able to start testing almost same day. Once they had mastered the process (which took about two days) they were able to commence creating individual files (projects) for each client and apply to their publications from April 2019. Total time taken less than 3 weeks but could be achieved even quicker with a dedicated body assigned.

**Dynamic QR Code** implementation was achieved in hours. They created an account and began generating codes immediately.

## Costs:

AR development and integration: £500 annual fee and management / designer time to implement.

Dynamic QR development: £160 annual fee plus management / designer time.

## Benefits and some advice:

- AR on printed tourist information is quite new but initial results were encouraging with scan activity growing before Covid19.
- Using QR codes to access AR and digital publications is made easy by integration of built in code scanners with the camera of both IOS and Android devices.
- More general use of QR codes is evident post Covid19 for downloads of track and trace app, so usage will become more mainstream as it already is in the Asia Pacific region.
- They use AR to deliver their clients' digital story directly from their printed city maps and guides to users' mobile devices and in future from their zero touch publications. Clients do not pay extra for this service, they provide it as an added value to enable wider use of digital assets and story-telling.
- They use Dynamic QR to deliver digitised versions of their booklet guides to mobile devices and extend distribution. Access points include window decals, print sign posting and advertising literature



## Downtown CityMaps

Examples of how users can experience rich content and experiences with zero touch points using Augmented Reality:

User selects item of interest and scans, using QR code access via camera on phone / tablet:

1. Point phone at interest item
2. AR begins to unlock
3. Content opens on phone - this is now "take away" - no need to hold phone over print to view

Using and enjoying the content:

1. Touch to play video
2. Video plays full screen either directly if uploaded to platform, or via YouTube or other online portal
3. Touch to view image slide shows
4. Swipe through gallery
5. Unlimited image uploads

Call to action - lots of things to do next.

For example: take me there, book now, call, website links, translations, etc:

1. Press button to access Google Maps to navigate around locations
2. Press button to book now

