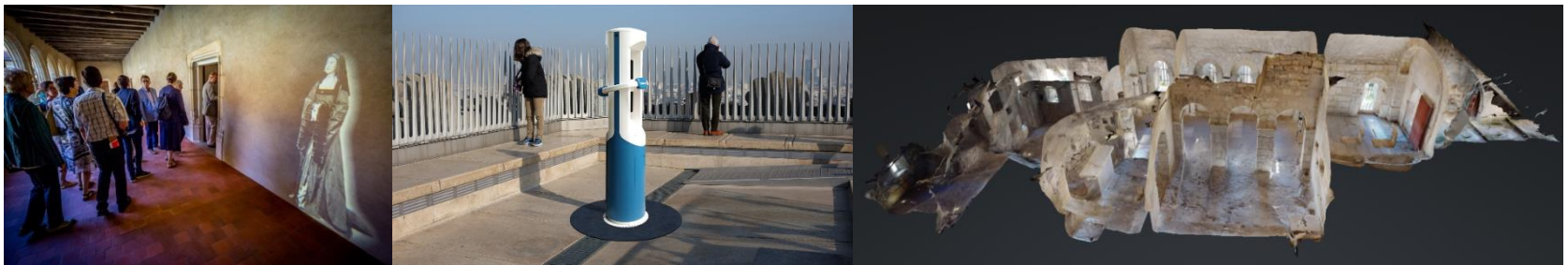




CENTRE DES MONUMENTS NATIONAUX

FORUM DES IMAGES / NEW IMAGES
19 JUIN 2019



➤ CMN, A PIONEER AMONG HERITAGE ORGANIZATIONS FOR 10 YEARS

2010 : Augmented reality at Cluny Abbey



2013 : Online virtual visit of the apartments in Hôtel de Sully



2014 : Virtual visit of grotte de Font-de-Gaume



2016 : Histopad at Conciergerie with Histoverly



2017 : Mixed reality tours at château de Pierrefonds with Minsight



▶ CASE STUDY : OFFERING ARC-DE-TRIOMPHE'S VISITORS AN ENRICHED VIEW POINT ON PARIS WITH AR (STARTING JULY 2019)



➤ CASE STUDY : CHALLENGES FOR CMN

> In terms of experience user :

- Renewing the view point on Paris from the Arc-de-Triomphe terrace
- Replacing the monument in its urban context
- Highlighting the history of the monument : place of celebration and end of a promenade starting from the Champs-Élysées

> In terms of device :

- Outdoor solution
- Durability and autonomy
- Intensive use (1,3 millions visitors per year)
- High-quality and evolutive content
- For anyone (adults and children)
- Limited cost for the monument



▶ CASE STUDY : THE SOLUTION DESIGNED BY TIMESCOPE IN COOPERATION WITH CMN

- Outdoor self-service device
- 24/24, 7/7 no need of assistance
- 2 different technologies for 2 kinds of contents :
 - ✓ immersive 360° contents : the return of Napoleon's ashes in December 1840
 - ✓ augmented reality for the 2018 soccer Worldcup celebration from the perspective of the Arc



➤ CASE STUDY : BUSINESS MODEL

- Public service concession
- Paying service (complementary to monument's ticket purchase)
- Shared-benefits model
- Progressive fees for CMN based on turnover

