



telling your story



ibeaken.com



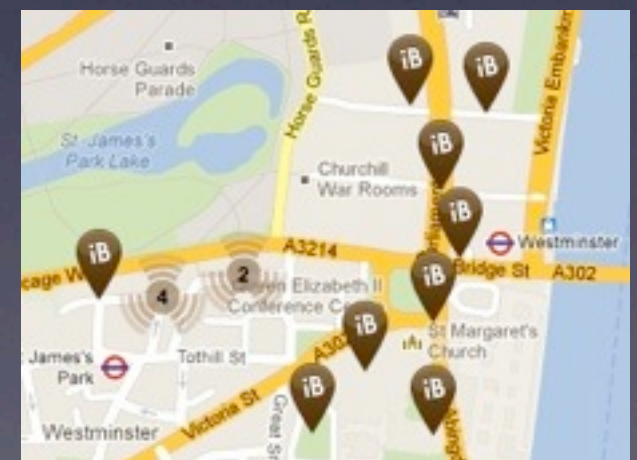


what is iBeaken?

iBeaken uses an innovative form of QR (Quick Read) - code technology. It allows museums, heritage sites and places of interest to tell stories via the Internet of their history, architecture, famous people, objects and works of art.



iBeakens are QR-code markers accessed by visitors using their smart devices to read these stories in their own language.



scanning the codes



QR codes can be read by most smart devices such as mobile phones and tablets.



download a free QR-code scanner app from websites such as:
www.i-nigma.com

the scanned QR code creates a page of information on the device

an iBeaken story

each page can feature:

images

website
links

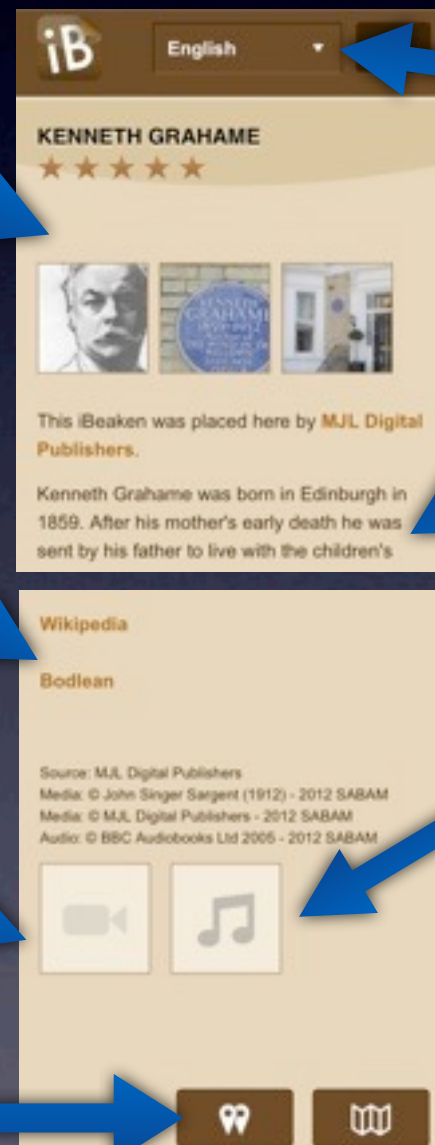
video link

links to
other ibeakens

text in foreign
languages

text

audio link



iBeakens are...



smart - using QR codes

simple - free download
scanning app

fun - pictures, quizzes,
information

.....in your own language

standard languages:

French, Spanish, Italian, German, Russian, Chinese and Japanese
(others by arrangement)

iBeakens are ideal for...



- tourist sites
- museums
- heritage sites
- historic buildings
- nature trails
- guided walks
- transport hubs

...anywhere that wishes to attract, inform and entertain its visitors



iBeaken markers

can be placed on-site
with a customised
QR code like this...



...or like this



Near Field Communication
tags can also be built in

Near Field Communications



contactless communication
between smart devices allowing
users to wave a smartphone over
an NFC compatible device to send
information without needing to
touch the devices together or
set up a connection



markers as part of panels



markers applied to signs



with strong
adhesive backing
on metal, wood
or stone

markers with custom labels

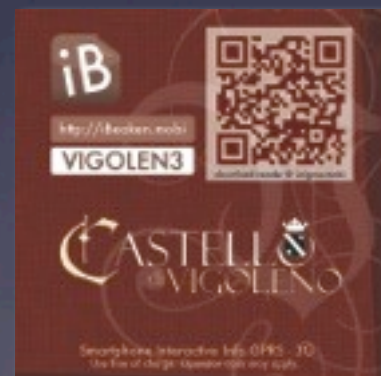
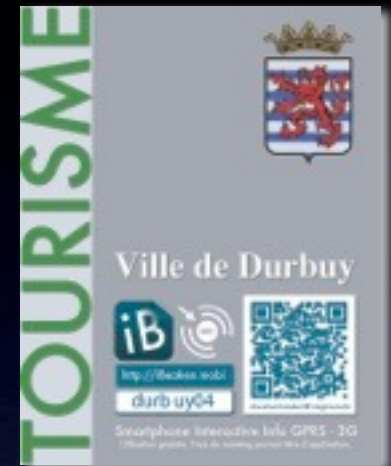
A3



A4



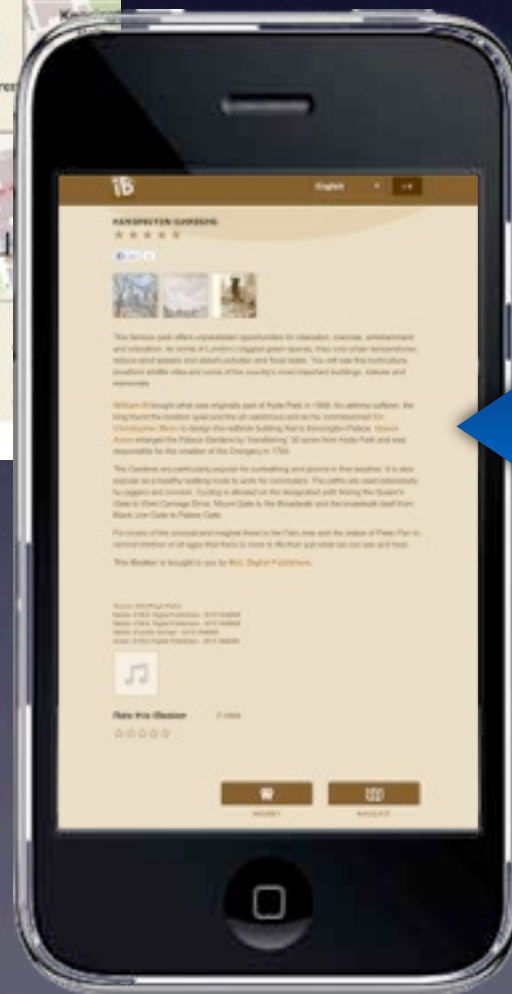
A5



QR codes on printed materials



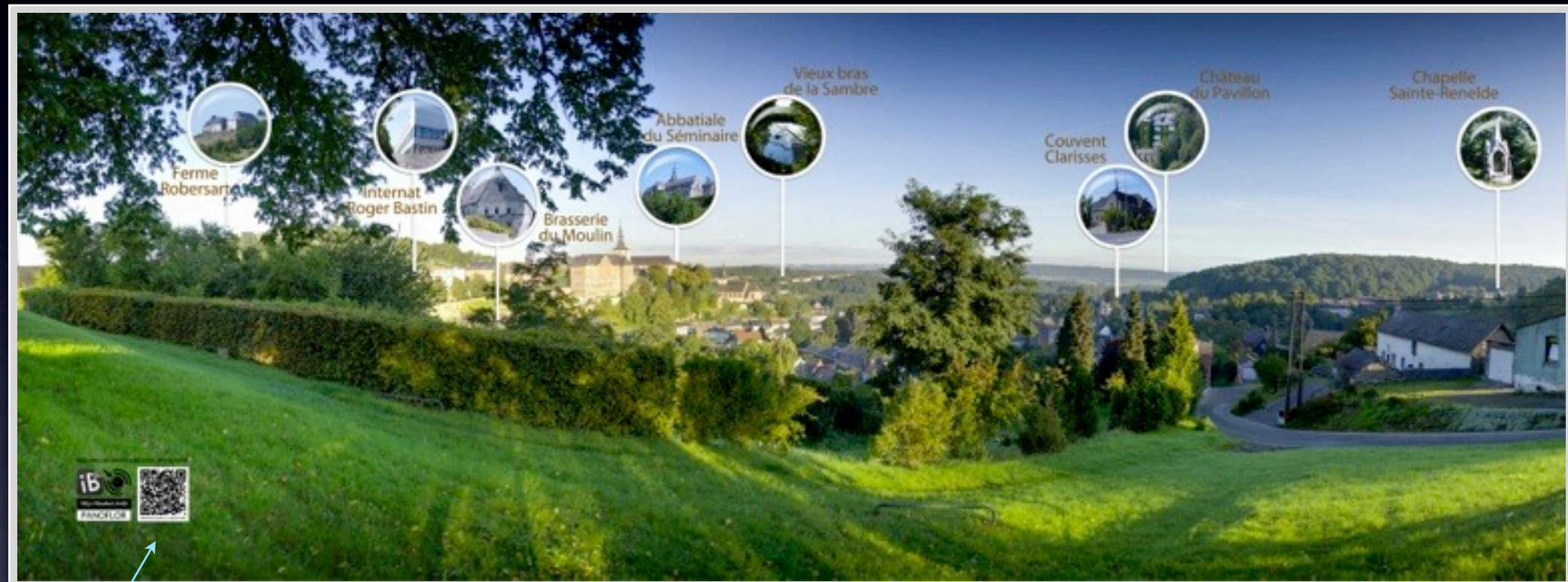
scanning this single
printed QR code
downloads the walk



Scan this QR link to the
Walk Introduction

iBeaken Panoramas

Bring the environment to life!



cluster
iBeaken

Scanning the QR code brings up a
story about each location

This example was made up from:
1 panophoto, 10 detail photos, 10 iBeakens, 1 NFC, and steel/stone footing

iBeaken clusters

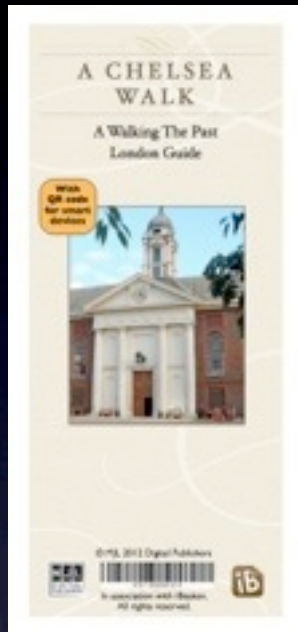
A group of objects in a museum or locations on a site can be linked by one “cluster” iBeaken

Scanning the cluster QR-code downloads a sequence of stories to your smart device.

A cluster iBeaken can be placed in a room, outside a building, or printed in leaflets, brochures or magazines



cluster example



Chelsea Walk
Booklet



Chelsea
Cluster QR
code

Sloane Square
iBeacon QR



Turks Row
iBeacon QR



Royal Hospital
iBeacon QR



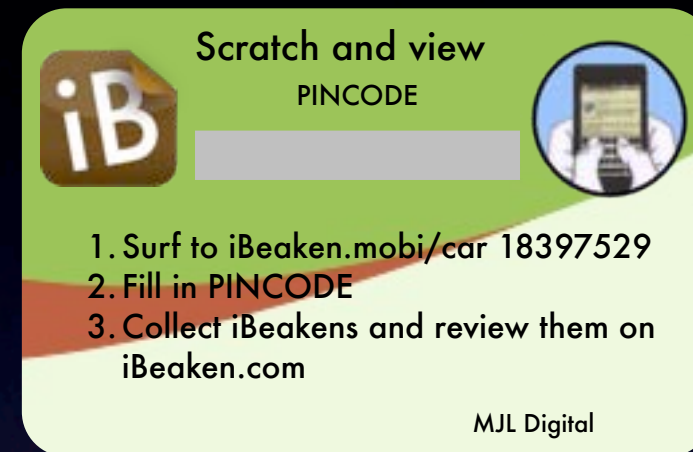
Chelsea Embankment
iBeacon QR



perfect for walks, guided tours, treasure trails,
or themed museum displays

Pre-Paid cards

your designs,
colours and
logo



scratch area
and card
number

iBeaken cards can be used like audio guides to
provide set routes round sites

valid for 24h or 48h and can be
re-activated after visit using visitors' email

a unique souvenir for visitors to take away their
experience and access the iBeakens anywhere

pre-paid card offer clients a new revenue source

visitor statistics

The iBeaken PRO subscription offers the client, visitor feedback and the opportunity to create a visitor database

It also allows visitors to store their iBeaken experiences and review them at a later date



Thank you for watching this presentation.

We would be delighted to work with you to
maximise your resources to create a better
visitor experience and wider audience.

In so doing, you will become part of the

iBeaken international network

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