



REAL ILLUSIONS, the multichannel Augmented Reality application available on Android IOS and MS Hololens.

Our application offers unique and engaging experiences in all places of culture and heritage, whether inside museums, outdoors or from links and qrcodes on the web and networks. This applies to all sites in a territory with the same application.

Our strategic approach "**BDA**" covers all stages of the visitor journey: before, during and after their visit. A concrete example of an in situ experiment to illustrate this approach:

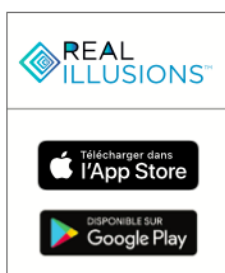
Before the visit, we exploit the power of Augmented Reality on physical communication media such as flyers and posters, as well as on digital media such as websites and social networks. This immersive preparation helps spark curiosity and enthusiasm among potential visitors, giving them a taste of the incredible experiences that await them.

During the visit, our users can immerse themselves in augmented visit experiences simply by using their smartphone or by opting for a deeper immersion with dedicated hardware, Tablet or Hololens. REAL ILLUSIONS offers interactive features, historical reconstructions and additional information that will amaze visitors and allow them to discover your museum/heritage site in a new light.

After the visit, visitors leave with enhanced souvenirs such as postcards or goodies, which extend their experience and remind them of the magical moments they share with their friends and loved ones. In addition, by becoming members of our museum visitor network, they will have access to exclusive experiences to enjoy at home. This social dimension encourages the return of visitors and the promotion of your establishment to a wider audience.

Our approach specifically targets Generation Z, who have been constantly connected to their smartphones since childhood.

We are excited about the opportunity to discuss in more detail how REAL ILLUSIONS can contribute to the enrichment of your establishment and visitor experience.



Site web:

<http://www.realillusions.io>

Social networks:

<https://www.linkedin.com/company/realillusions>

<https://www.youtube.com/channel/UCmJdTjd6j-G9milyBiBOIUw>