

ASK MONA

THE ARTIFICIAL INTELLIGENCE FOR MUSEUMS

*Leveraging artificial intelligence to
enhance knowledge sharing*

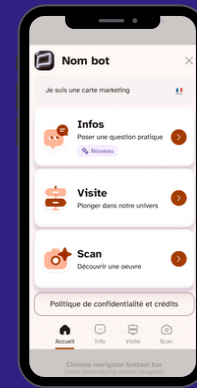
The background of the slide is a faded, grayscale photograph of a museum gallery. Several people are visible, some looking at art on the walls. Overlaid on this background are two large, decorative red wavy line graphics. One is in the top-left corner, and the other is a larger, more complex shape on the right side of the slide.

OUR VISION

Reimagining the museum experience with AI, where every visit becomes an inclusive and engaging **personalized dialogue.**

OUR SOLUTIONS FOR MUSEUMS

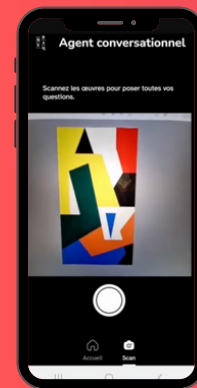
Redefining the cultural experience through generative artificial intelligence, creating an ongoing dialogue between cultural institutions and their visitors.



Before the visit – informative chatbots

Why : Enhance communication with visitors by providing information before their visit, encouraging ticket purchases, addressing inquiries, and supporting frontline staff and post-sales service teams.

How : Visitors can ask questions to your chatbot before they come to better understand your offer and to prepare their visit



During the visit – AI powered conversational audioguide

Why : Make visitors active in their discovery experience, offer a personalized experience, provide information in a fun and reliable way.

How : Visitors can follow an itinerary, write / ask questions to a work of art as in an audioguide... or a mix of both. The mediation is entirely adapted to their preferences.



After the visit – smart souvenirs

Why : Generate new revenues, offer a differentiating and entertaining souvenir of the museum.

How : A high-quality magnet with a QR code on the back, allowing you to chat with a work of art or a historical figure linked to the collections/exhibitions.

For your teams – AI training and awareness

Why : Reduce mistrust through knowledge: understand what AI is, its usefulness in internal processes, in content creation, in communication, in time management.... Learn its benefits and risks and know how to choose tools wisely.

How : A session dedicated to you and adapted to your teams, their challenges and their specific needs.



OUR PRODUCTS IN DETAIL

BEFORE THE VISIT

INTERACTIVE PREPARATION

Advanced AI Technology

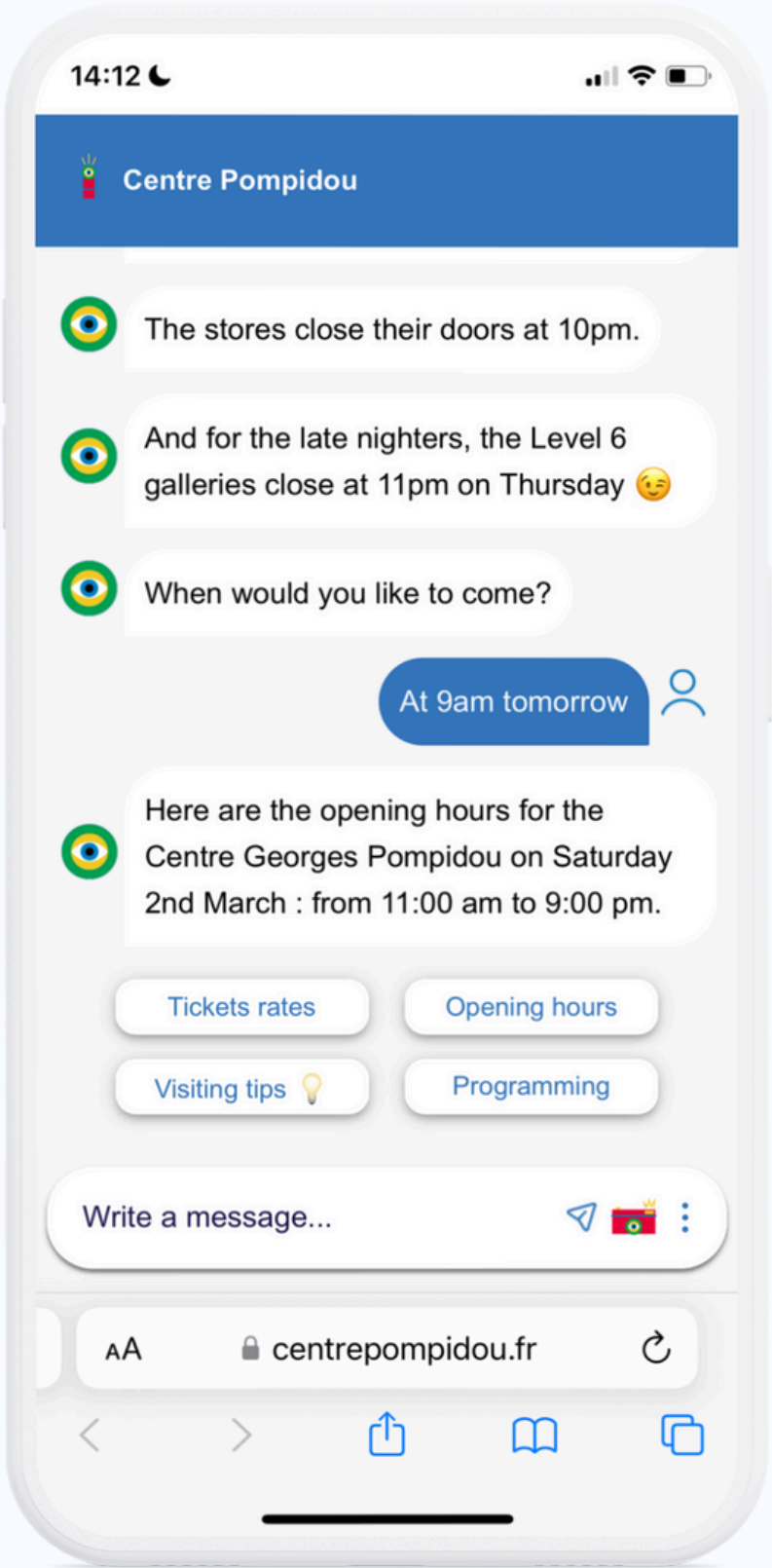
Our state-of-the-art generative AI technology underpins a sophisticated multilingual system, **skillfully utilizing your extensive documentation to address all visitor inquiries.**

Round-the-Clock Availability

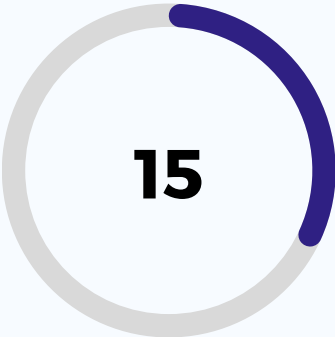
Available 24/7, the system ensures timely responses, **significantly relieving the pressure** on telephone switchboards or mailboxes.

Multilingual Support Enhancing Efficiency

Offering personalized, rapid answers in multiple languages, the system not only **elevates customer satisfaction but also allows your staff to concentrate on more complex tasks.** This focus improves overall productivity and enriches the user experience by accommodating a diverse global audience.



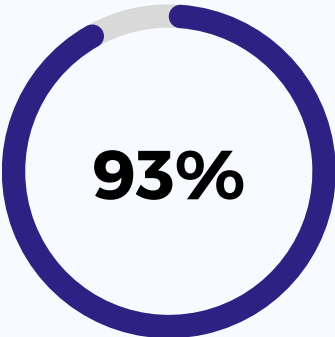
Comprehension rate



Weeks saved
each year



Multilingual



Users expecting an
answer in less than a
minute

DURING THE VISIT

CONVERSATIONAL AI AUDIOGUIDE

Effortless Multilingual Assistant Setup

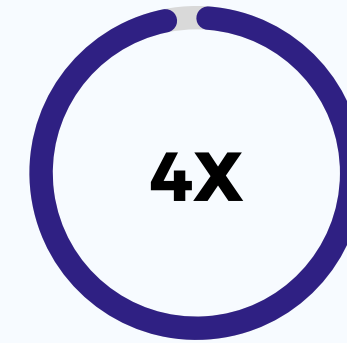
Quickly deploy a multilingual assistant **by simply uploading documents to our back-office**. We can also connect it to your data management services. This streamlined process enables the assistant to effectively leverage your documentation for addressing inquiries in various languages.

Empowering Inclusive Learning

It offers visitors **a unique opportunity to actively participate in their learning journey, tailoring the exploration to their personal interests**. With information verified by museum staff, visitors receive accurate insights, enhancing their engagement and understanding.

Insightful Analytics for Enhanced Engagement

Gain deep insights into what captivates your visitors with detailed analytics reports. **These reports provide a clearer understanding of how audiences interact with your content**. This data-driven strategy not only boosts visitor engagement but also aids in tailoring the user experience to meet the diverse needs of your audience.



**More users than
our competitors**



**users of our AI
Audioguide**



Multilingual



[Watch the video](#)

AFTER THE VISIT

SMART MAGNETS

A magnet that opens conversations with Historical Figures and Artworks

Smart magnets enable visitors to **engage in conversations with the AI of artworks or historical figures** by scanning a QR code on the back of it.

Extending Engagement Beyond Visits

These dynamic interactions captivate audiences, deepening their connection to the content and encouraging prolonged engagement. By extending the visitor experience, **cultural institutions foster a lasting relationship with their audience.**

New Revenue Streams Through Cultural Souvenirs

Offering these interactive experiences as collectible items in gift shops opens up **new revenue opportunities for cultural institutions.** These unique souvenirs not only serve as magnets for new and returning visitors but also **contribute to the institution's profitability**, blending educational enrichment with financial benefits.



FOR YOUR TEAMS

TRAINING AND AWARENESS

Use knowledge against apprehension

Generative artificial intelligence has arrived: within a year, 46% of French youngsters have already used it, and with 76% thinking positively of AI, Saudi people are the most thrilled about it! This tool fundamentally alters the way we work, offering numerous benefits to enhance the efficiency of your teams.

Acquire proficiency in utilizing appropriate tools.

Various Generative AI solutions are proliferating, each with distinct benefits and risks. Gain insights into this technology, acquire guidance on selecting solutions, and develop an understanding of quality and reliability factors.

Tailored training for your specific challenges.

Since 2017, Ask Mona has been a pivotal figure in artificial intelligence within cultural venues. Who is better positioned to comprehend your challenges, processes, and tailor artificial intelligence technology to your requirements?





WANNA TRY?

NOW LET'S TRY!

ENJOY A CHAT WITH CLEOPATRA

Are you the only Cleopatra?

can I see your mummy?

Why are you so famous?

I thought pharaohs were only men

I heard your nose was big



THEY TRUST US

MUSÉE DU
LOUVRE

P·AR·C
ARCHEOLOGICO
DEL COLOSSEO

$\frac{M}{O}$ Musée d'Orsay

GrandPalais
Rmn

SOCIÉTÉ
D'EXPLOITATION
DE LA
TOUR EIFFEL

FONDATION LOUIS VUITTON

 **culturespaces**
PARTAGER LA CULTURE

 **Centre
Pompidou**

$\frac{M}{N}$ $\frac{B}{A}$ $\frac{Q}{Q}$ Musée national
des beaux-arts
du Québec

SNCF

 **CHILLON**

AND MANY MORE

The Louvre and the Eiffel Tower in Paris, the Colosseum in Roma, the Port des Lumières in Hamburg, the Fondation Louis Vuitton and 150 + museums are trusting us to create unforgettable AI experiences since 2017

Do you want your very own ?

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