

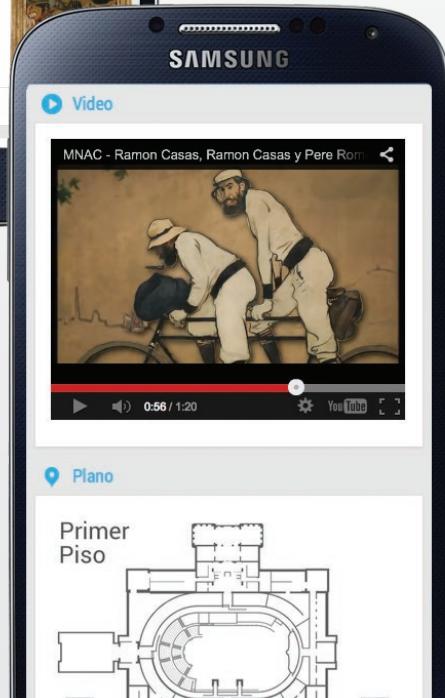
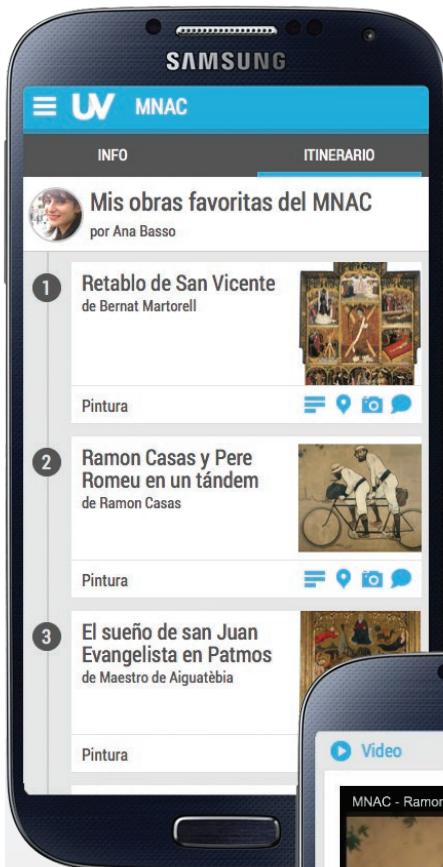
# Unique Visitors

A new way to engage museums visitors and create new audiences.

Unique Visitors is a social platform of cultural recommendations in which users can create and share itineraries to visit museum collections.

When we create an itinerary we are **exploring new connections between artworks and creating a unique narrative**. More than sharing an experience, we are sharing a vision.

We started with a Spanish version but we expect to launch the English version soon!



## Explore

Check additional information about the artworks such as its location inside the museum, texts, videos and other multimedia content.

## Browse

Check the itineraries already created for the museum you want to visit.

You can choose to follow itineraries created by experts or by other visitors.



## Join and start curating

Create your own itinerary: just tick the artwork you want to add.

If you want, you can make a personal comment about the pieces you choose.

## Share it

Publish your itinerary and share it. That way your friends and connections can follow your suggestions when visiting the museum.



Unique Visitors is an app that aims to boost physical attendance to the museum and not replace it.

Advantages for

## Museums

### Creates meaningful presence in a digital environment

Museums and other cultural institutions are currently facing the challenge of providing relevant experiences to a new type of public, the digital native.

### Creates new audiences

Unique Visitors uses the social recommendation system as one of the most effective ways to boost cultural consumption. The recommendation of a friend breaks barriers such as fear of the unknown, the "I don't understand it" or "I don't like it".

### Increase frequency of visits

Several itineraries, shorter and with different themes, encourage to increase frequency of local visitors. You can come back several times to the same institution and it will be a different visit every time.

### Analytics and audience studies

Unique Visitors provides richer and more sensitive data than box office.

Advantages for

## Visitors

### Enhanced experience

In this customized tour, visitors can access more information on the artworks through texts, videos and comments.

### Convenience

No need to plan a visit to the museum to have a good experience. You can consult an itinerary created by experts or by other visitors on the go.

You can choose an itinerary according to your interests and time availability.

### Social consumption

The interaction with other visitors and recommendations from people in your circles reduces risks.

### Prosumer

Visitors can take a more active role, not only consumers but also producers and content prescribers.

Unique Visitors

## Roadmap



**Jul/13**

Android app release

**Jul/13**

Barcelona Apps&Cultura Awards

- Most innovative concept award
- Public vote award

**Oct/13**

iOS app release

**Nov/13**

Multi-lingual app release

**Dec/13**

**Indoor navigation:** location inside the museum

**Jan/14**

Web app release