



• TOWER OF LONDON •



• BUCKINGHAM PALACE •



• BRITISH MUSEUM •



• BLENHEIM PALACE •



• VICTORIA AND ALBERT MUSEUM •



• NATURAL HISTORY MUSEUM •



• WINDSOR CASTLE •



• WESTMINSTER ABBEY •



• HAMPTON COURT PALACE •



• LEEDS CASTLE •



# VidiGuide

BYOD PLATFORM  
WITH CONTENT GEOTARGETING

# BYOD CONCEPT IN MUSEUM ENVIRONMENT

## BENEFITS

CONTROL OF IP RIGHTS  
SUPERFAST ONBOARDING  
TRUE INTERACTIVITY  
CONTENT MONETIZATION  
KYC



**85%** OF VISITORS USE THEIR SMARTPHONE AND MAKE PICTURES WHILE IN MUSEUM OR IN RETAIL STORE TO LEARN MORE ABOUT SURROUNDING ITEMS\*

# DIGITAL EXPERIENCE

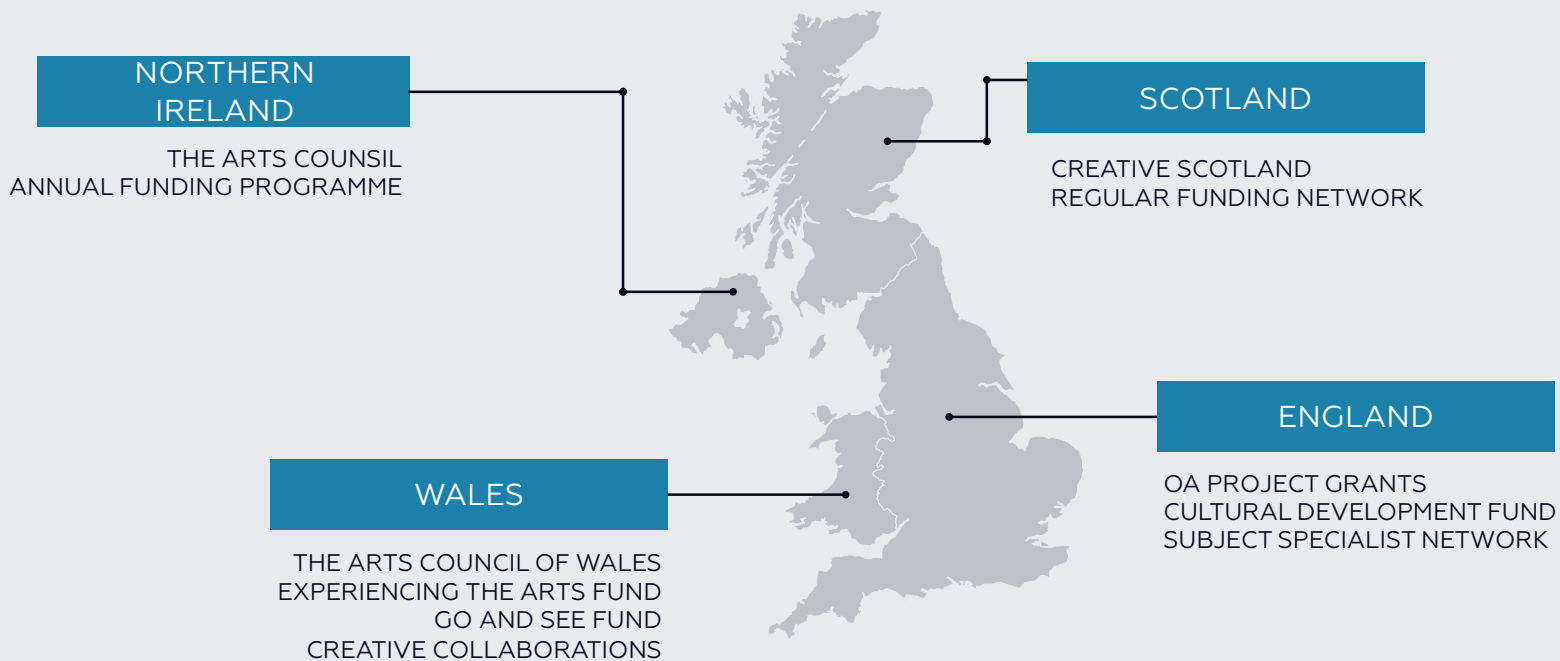


AUTO-CONNECTION TO WIFI  
SEAMLESS APP INSTALLATION  
PROXIMITY PUSH NOTIFICATIONS  
ASSET TRACKING AND WAYFINDING  
INSTANT PURCHASE OF ARTWORKS  
PROOF OF ORIGIN USING BLOCKCHAIN



NEW LEVEL OF USER ENGAGEMENT WITH EFFORTLESS  
PROFILE INSTALLATION USING MOBILE DEVICE  
MANAGEMENT POLICIES

# UK MUSEUMS OPPORTUNITIES



## ANNUAL STATISTICS



ELIGIBLE ORGANISATIONS ARE ABLE TO APPLY FOR GRANTS OF UP TO £300,000 FOR CAPITAL PROJECTS AIMED AT IMPROVING THE DISPLAY AND ACCESSIBILITY OF THEIR COLLECTIONS

# PLATFORM BASICS

- CMS
- CROSS-PLATFORM APP
- REAL-TIME UPDATES
- CONTEXT-BASED NOTIFICATIONS

## PROVIDE NAVIGATION

STYLISH MAP WITH EASY  
UPDATES



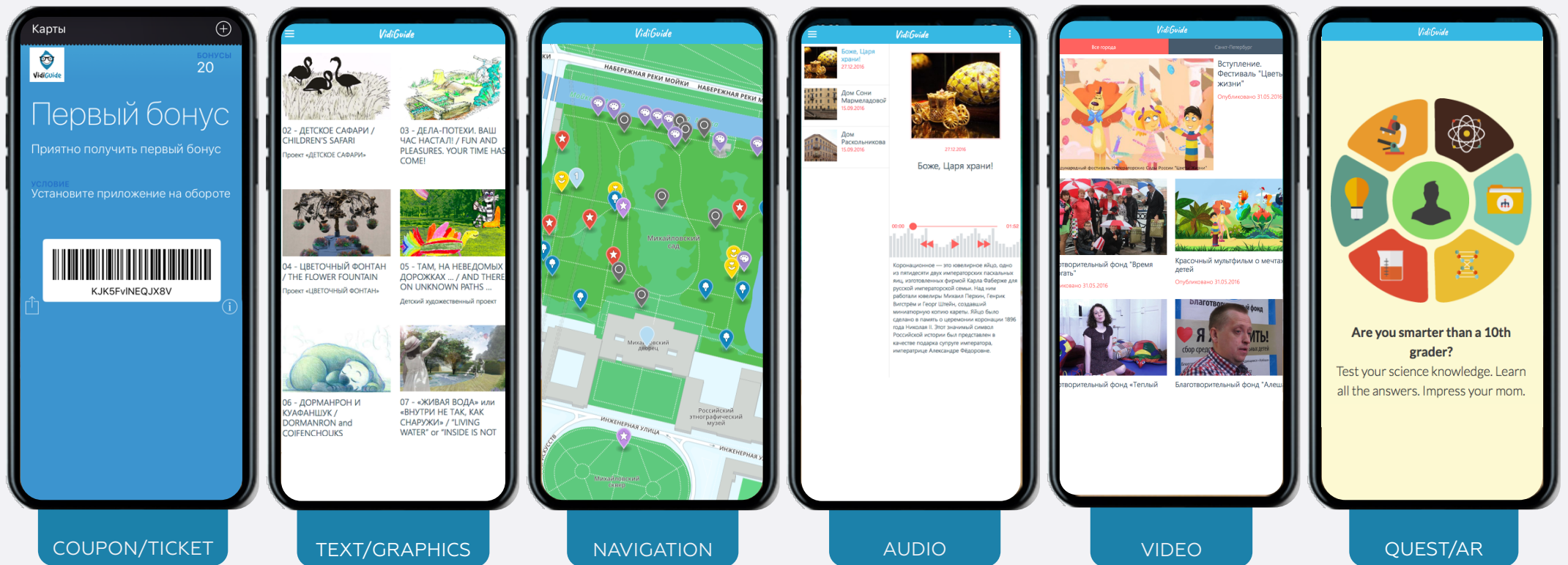
TEXT, PICS,  
AUDIO, VIDEO

## DELIVER MEDIA CONTENT

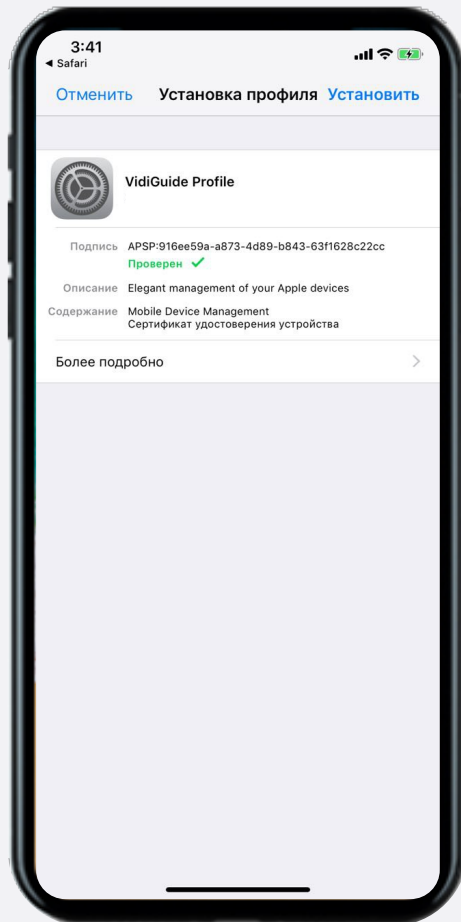
## ENGAGE VISITORS

IMAGE-RECOGNITION  
MESSENGER  
PERSONAL CALENDAR  
LIVE BROADCASTING  
LOYALTY PROGRAM

# MEDIA FORMATS

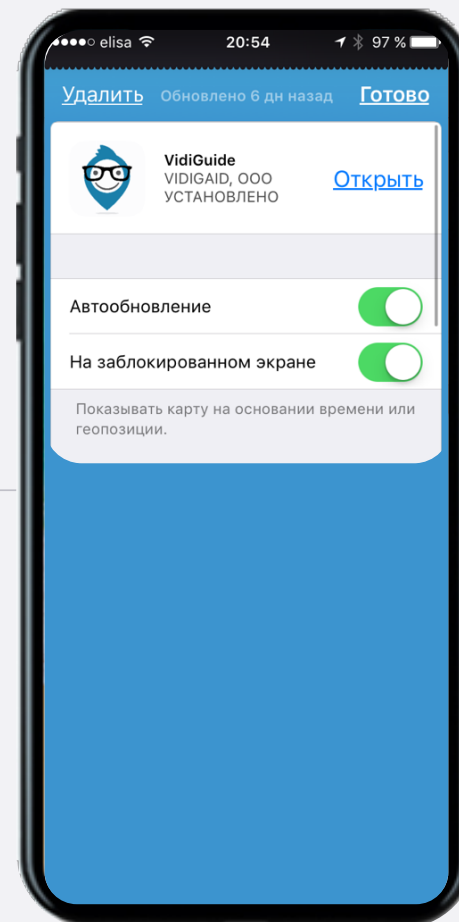


# HOW IT WORKS



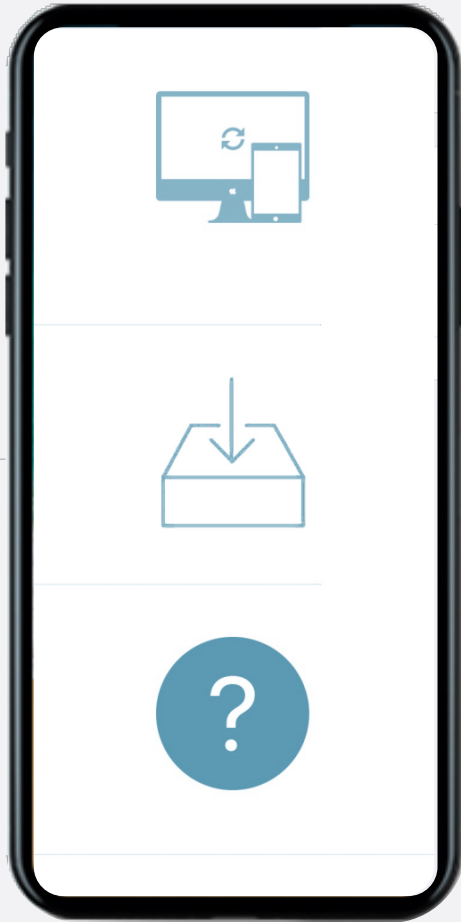
PROFILE  
INSTALLATION

## SUPERFAST ONBOARDING

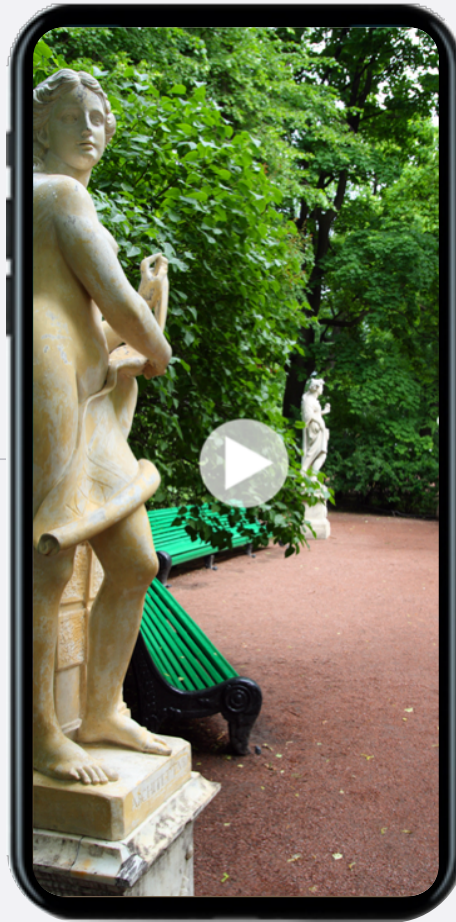


AUTOMATED APP  
INSTALLATION

# HOW IT WORKS



CONTROL  
FUNCTIONALITY



GET PROXIMITY  
EXPERIENCE



DOWNLOAD APP  
START WALKING TOUR



APP HAS ACCESS  
TO GEODATA



APP SENDS  
PUSH-NOTIFICATION



GET RICH MEDIA  
(AUDIO, VIDEO, QUESTS)

# APPROVED TECHNOLOGY



## PRECISE GEOLOCATION. MULTI-PURPOSE GUIDE

SEAMLESS GEOTARGETING APP WITH CMS  
FOR CONTENT PROVIDERS

PERFECT TOOL FOR REGISTERING CHECK-INS &  
PARTNERING ON A PER-VISIT BASIS  
MARKETING SPATIAL INFORMATION COLLECTED  
INCREASE OF EFFICIENCY TARGETED ADS



**iOS**  
FOR DEVICES  
SINCE IPHONE 4S



**ANDROID**  
FOR DEVICES  
SINCE OS 4.2



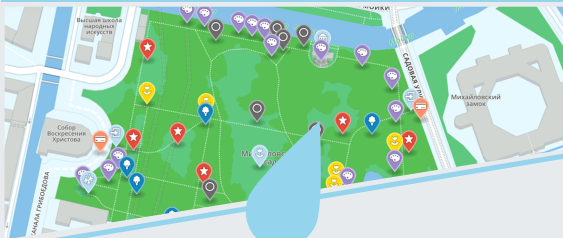
**PC & WINDOWS PHONE**  
COMPATIBLE WITH  
ALL BROWSERS

# KEY FEATURES & ADVANTAGES



# USAGE SCENARIOS

## GUIDE & EVENTS



- EVENT SUPPORT, MATCHMAKING
- WELL-TIMED NOTIFICATIONS
- 5-7 DAYS TO GO LIVE
- CALENDAR
- NAVIGATION
- ANY CONTENT TYPE:
  - TEXT
  - AUDIO
  - PICS
  - VIDEO AND STREAMS

## ECOMMERCE



- ADDITIONAL SALES CHANNEL (SOUVENIRS, FOOD, TICKETS)
- CONTEXT RELEVANT
- LOYALTY PROGRAMS & COUPONS
- PAYMENT GATEWAY IN THE APP

## FEEDBACK



- FEEDBACK FORMS
- QUESTIONNAIRES
- QUESTS
- PUSH-NOTIFICATIONS
- TRANSPARENT METRICS
- HIGHER ENGAGEMENT

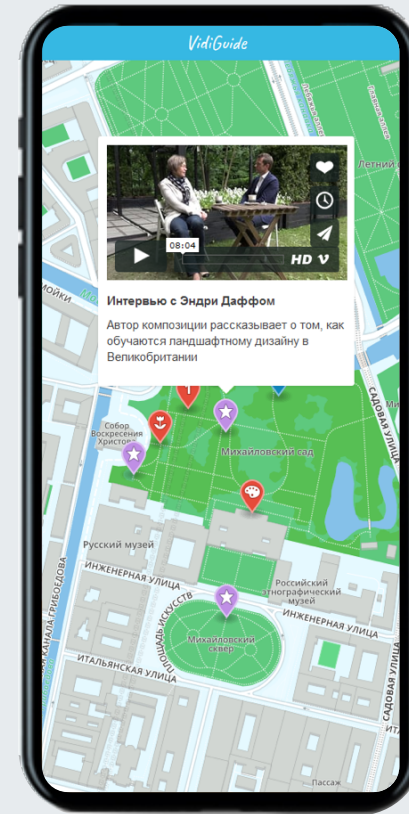




"GREAT SOLUTION FOR EVENT-MANAGEMENT.  
THE PLATFORM IS ALREADY THERE: EASY,  
AFFORDABLE AND FLEXIBLE. I VOTE FOR IT!"

SHER OSTON

RVC GENERATIONS START-UPS CONTEST,  
EXPERT & PARTNER



PHOTOS

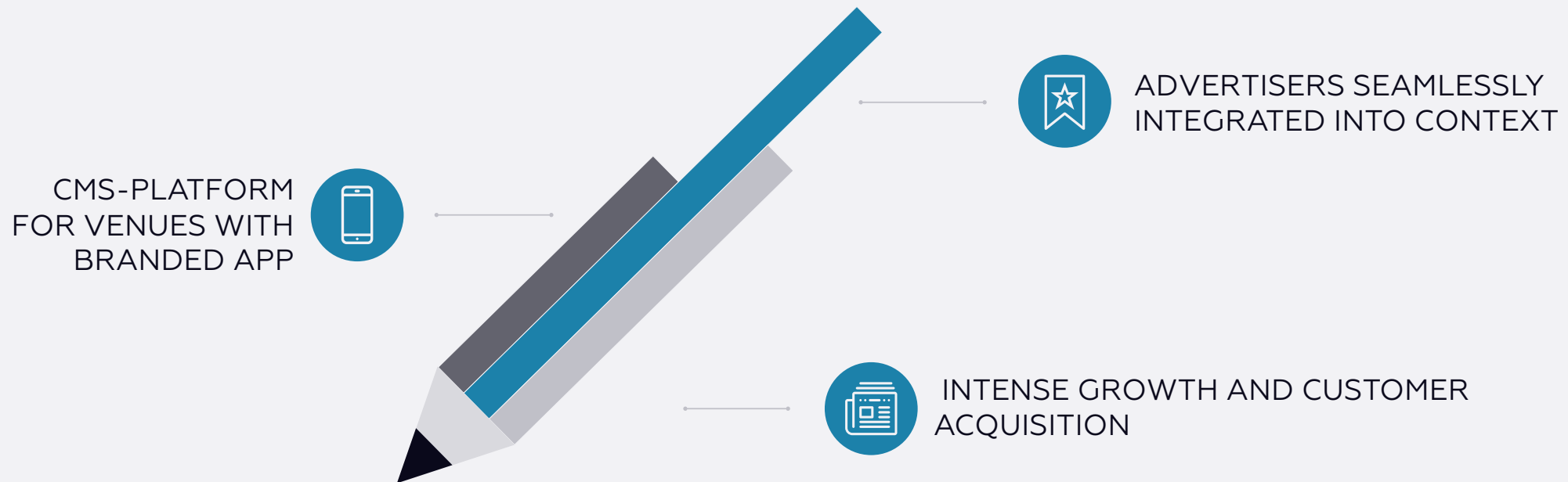


AUDIO



VIDEOS

# OUR APPROACH



OUR GOAL: CREATION OF NEW CONTEXT-BASED MEDIA CHANNEL  
WITH **38 MLN** VISITORS A YEAR PER COUNTRY OF OPERATION

# INTEGRATION STAGES



## PRECISE CONTENT DELIVERY

INSTALLATION OF BEACONS

AUGMENTED REALITY  
EXPERIENCE

CONTENT FORMATTING AND  
UPLOAD



## CONTEXTUAL NOTIFICATIONS

ADMIN PANEL WITH  
REAL-TIME NOTIFICATIONS



## LOYALTY PROGRAM

BARCODES OR REWARD  
SCENARIOS

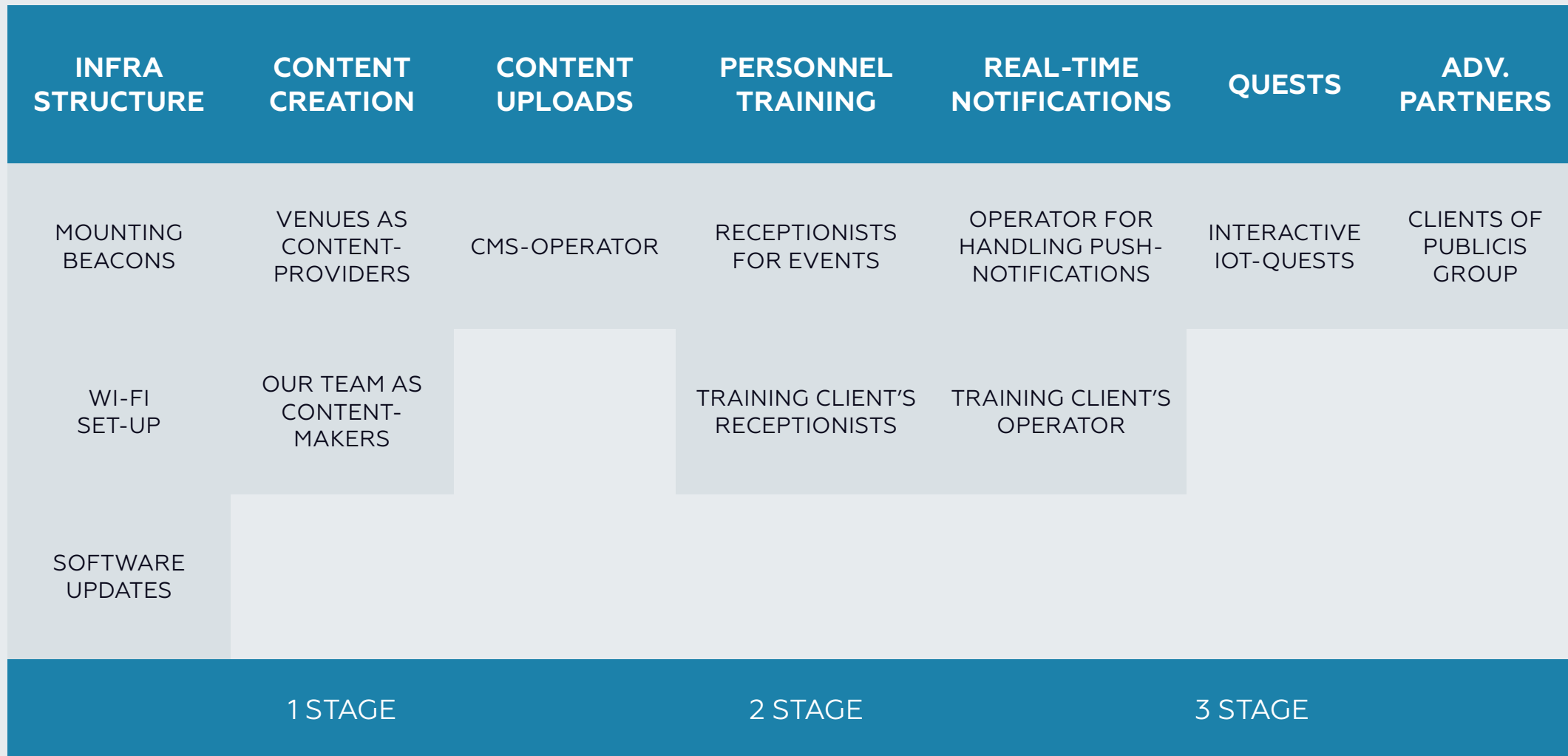
PROFILING & STATISTICS



## ECOMMERCE SOLUTION

BUILT-IN ECOMMERCE MODULE  
IN PARTNERSHIP WITH PAYPAL

# OPERATIONAL MODEL



# OUTSTANDING SPEED 7 DAYS TO GO LIVE

## SIGNING AGREEMENT

NO HIDDEN COSTS  
APP IS IN THE STORES APPROVED BY  
GOOGLE AND APPLE



## CONTENT PROVISION

REMOTE FILE TRANSFER  
INSTALLATION OF BEACONS



## FORMATTING

OUR SCRIPTS COMPRESS FILES  
IN 5 DAYS YOUR CONTENT IS ONLINE



## PUBLISHING & UPDATES

IF CHANGES HAPPEN YOUR APP  
WILL REFLECT THEM RIGHT AWAY

# SHOWCASE IMPERIAL GARDENS



## ART AND GARDENING FESTIVAL

ART-WORKS IN THE HEART OF SAINT-PETERSBURG  
LITERALLY WERE TELLING THEIR STORY

FIRST TIME IN THE WORLD THE SYSTEM DEPLOYED  
ON SUCH SCALE

WINNER IN NATIONAL CONTEST  
FOR SPATIAL BRANDING

INFORMATION ABOUT 49 ART WORKS

EVENT-CALENDAR WITH REAL-TIME NOTIFICATIONS

INTERACTIVE MAP WITH NAVIGATION

# METRICS & RESULTS



**1875**

DOWNLOADS



**15927**

PAGEVIEWS



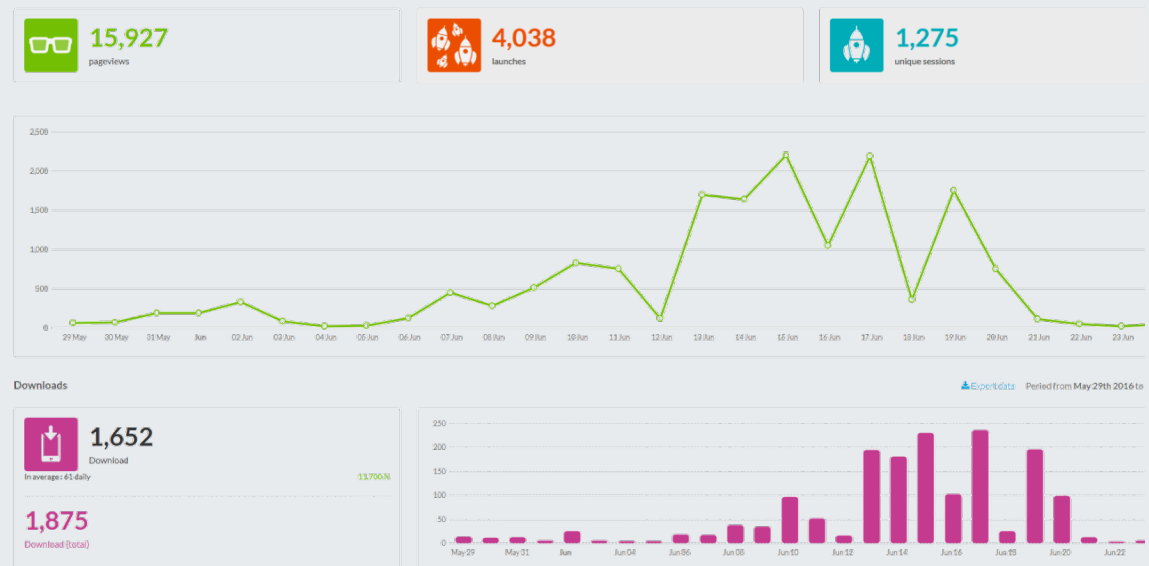
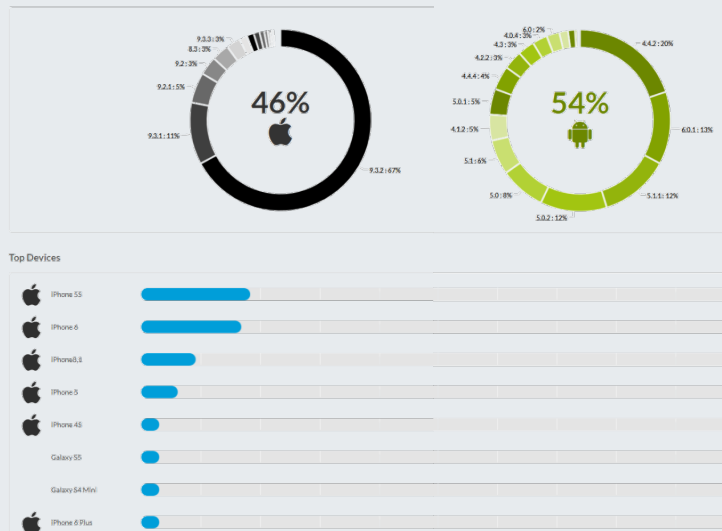
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LAUNCHES



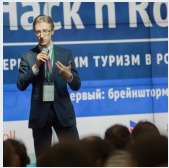
**+**

FEEDBACK



# ABOUT US

## OUR ACHIEVEMENTS



WINNERS OF INTERNATIONAL  
CONTEST «HACK'N'ROLL-2015»



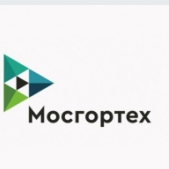
"BEST BUSINESS IDEA-2015" AWARD  
FROM ST.PETERSBURG GOVERNMENT



GAINED SUPPORT FROM RUSSIAN  
FEDERAL AGENCY FOR TOURISM



REGULAR MEDIA AND PRESS  
PUBLICATIONS



WINNERS OF "MOSCOW SMART CITY"  
AWARD



RUSSIAN-BRITISH BUSINESS FORUM  
PARTICIPANTS



WINNERS OF FASIE START-UP  
ACCELERATOR



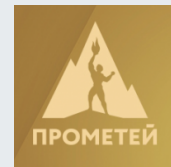
OFFICIAL PARTNER OF RUSSIAN  
MUSEUM SINCE 2016



MEMBERS OF RUSSO-BRITISH  
CHAMBER OF COMMERCE



4 PATENTS RECEIVED



WINNERS OF "PROMETHEUS"  
DIGITAL AWARD - BEST SOLUTION  
FOR MUSEUMS AND ARTS



TOP-20 CREATIVE INDUSTRIES-2016  
CONTEST WINNERS

# SUMMARY & CONTACTS



- BYOD-SOLUTION FOR BRAND ENDORSEMENT AND DEVICE MANAGEMENT
- SEAMLESS USER ENGAGEMENT FOR MUSEUMS, ART-GALLERIES AND EXHIBITIONS
- REAL-TIME STATISTICS AND METRICS
- SAAS-ALTERNATIVE TO OWNING A MOBILE APP
- EXPERIENCED TOP-LEVEL SUPPORT TEAM



SUPPORTED BY:



THE TRADE DELEGATION  
OF RUSSIA IN THE UK



Department for  
International Trade

MEMBER OF:



**RUSO-BRITISH**  
CHAMBER OF COMMERCE

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