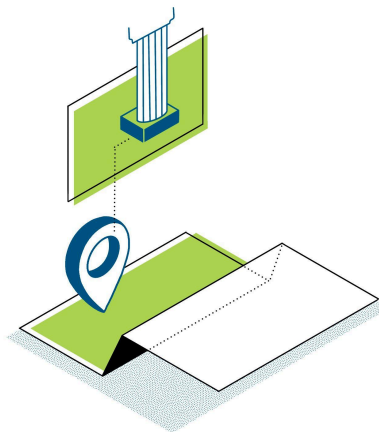


FACT SHEET AR TOUR BUILDER

The AR Tour Builder is a web application that supports the design of AR tours by associating 3D objects and other types of content (e.g., images, audio, text) to specific locations on a map. The builder is intended for CH professionals and other stakeholders who wish to prepare engaging experiences for their on-site visitors. The platform offers asset management capabilities, allowing users to pin content sourced from online platforms such as Europeana, the Eureka3D Data Hub or the CHI's own repository. The user can specify multiple tours for the same geographical area, organised as individual projects (e.g., short or longer tours, tours addressed to children, etc.). Each tour consists of a set of georeferenced points of interest, each of which can be associated with a set of various media assets and contextual information. The builder supports the creation of multilingual tours, where both the content and tour-specific information can be provided in multiple languages. Tours can be accessed on-site via the companion AR Tour Experience mobile app, which presents the curated multimodal content based on the user's geolocation. The focus is on outdoor experiences, enabling rich engagement with cultural sites through AR overlays, images, videos, audio, and textual content.

WHAT IS THE AR TOUR BUILDER?

AR Tour Builder is a web-based authoring tool which allows cultural heritage professionals to create location-based AR tours without programming. Users of the AR Tour Builder can create engaging narratives by defining points of interest (POIs) on a map and attaching digital content, such as 3D models, images, audio and text.



WHO IS THE AR TOUR BUILDER FOR?

- Museums and heritage sites

- Archives working with urban or landscape heritage
- Educators
- Tourism and local heritage stakeholders

KEY FEATURES

- Create and manage custom AR tours using a browser.
- Define POIs for the tour on a map.
- Attach 3D models, images, audio, video and documents to POIs.
- Additional multilingual content support.
- Preview tours before deployment.
- A visitor-facing AR Tour Experience app, designed to serve tours on-site.

EXAMPLE USER STORY

A regional heritage site wishes to offer visitors an AR walk of their site. Using the AR Tour Builder:

1. The curator creates a new project on the AR Tour Builder.
2. They can place Points of Interest on the map.
3. A set of items of various formats, including 3D models, images, textual documents, and links can be added to each POI.
4. Short explanatory text and audio can be added in the desired language(s).
5. The tour can be tested on-site via the accompanying AR Tour Experience mobile app.

OUTPUT

A complete AR tour package ready to be experienced by visitors on-site via the AR Tour Experience app

WHAT DO YOU NEED?

- Web browser
- Internet connection
- Basic digital skills
- Access to content assets hosted on an online platform (3D models, images, audio, texts)

SUPPORTED FORMATS

The supported asset types include 3D models, images, videos, PDFs, and audio files. They can also include links to other websites (e.g. to link to a quiz). Currently, two standardised 3D formats are supported (so that they can be properly presented via the AR Tour Experience app): GLB and PLY. For other formats of 3D objects, it is the responsibility of the user to transform them to one of the supported formats.

LINK

You can register and start using the tool here: artourbuilder.eureka3dxr.fedcloud.eu

ADDITIONAL RESOURCES

- API (documented in Swagger): <https://eureka.ails.ece.ntua.gr/api/docs/>
- Demo web tool version available on: <https://eureka.ails.ece.ntua.gr/>
- Source code on Github: <https://github.com/Eureka3D-XR/AR-Tour-Builder>