

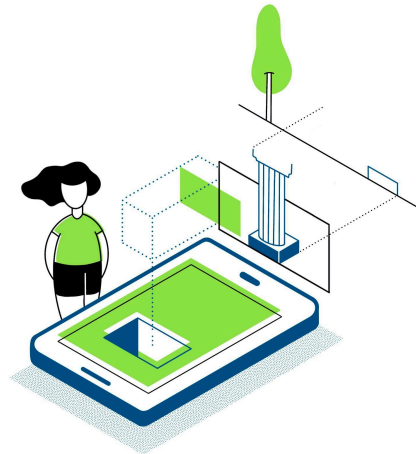
## FACT SHEET AR TOUR EXPERIENCE

The AR Tour Experience is a mobile app which serves as the on-site visitor interface for tours designed with the AR Tour Builder tool. Through a clean and intuitive interface, visitors can browse and select tours available based on their preferences and location. The app uses GPS to provide real-time navigation, detecting when the visitor approaches a specified POI and prompting the user to access the curated content associated with the location (3D models, images, video, audio and text). The 3D models can be displayed either in a dedicated 3D viewer or using the device's camera overlaid on the physical environment. These AR views can be used to enhance the on-site experience, revealing hidden or missing elements at the visitor's location, such as backfilled excavations, virtual reconstructions, or artefacts currently exhibited elsewhere. The app also supports tour progression tracking and offers practical features such as pre-downloadable content for low-connectivity environments. The application is implemented for Android devices.

## WHAT IS THE AR TOUR EXPERIENCE?

AR Tour Experience is a mobile application that allows visitors to experience on-site AR tours created with AR Tour Builder.

It allows visitors to visualise 3D and other types of digital content within their physical environment, enabling immersive, guided exploration of heritage sites.



## WHO IS THE AR TOUR EXPERIENCE FOR?

- Visitors interested in exploring a location at their own pace
- Pupils, students, and other guided groups
- Site mediators and tour guides

## KEY FEATURES

- Loading of custom AR tours on a mobile device
- Designed for outdoor heritage contexts
- GPS-based activation of POIs
- View 3D models in overlay AR using the device's camera
- On-site access to images, audio and text
- Multilingual user interface
- Dynamically updated to reflect the latest edits made via the AR Tour Builder

## EXAMPLE USER STORY

*A solo tourist is visiting a heritage site. They have a mobile device with GPS enabled and wish to explore the site based on their interests and at their own pace. The visitor may have already downloaded the AR Tour Experience app and selected their desired AR tour or may do this on arrival.*

1. The visitor opens the AR Tour Experience app and selects their desired AR tour.
2. As the visitor explores the site, they are prompted about nearby POIs.
3. Moving to a POI, the app presents to the visitor a selection of relevant objects associated with the respective location.
4. The visitor can choose to visualise a 3D object in overlay AR mode, thus being able to inspect hidden or missing elements at the location.
5. The app provides additional rich content (including images, textual documents, links to external resources such as a quiz), allowing the visitor to explore the location context more deeply.

A complete tour can be experienced by the visitor at the Bibracte archaeological site.

## OUTPUT

An engaging, self-guided AR tour curated by the heritage site through the AR Tour Builder, allowing the visitor to explore the site, its locations and context on their own terms.

## WHAT DO YOU NEED?

- Smartphone with camera (Android) and AR capabilities
- GPS access
- Sufficient internet connectivity (depending on content setup)

You can find more about the supported Android devices with AR capabilities along with a list of devices here: <https://developers.google.com/ar/devices>.

## DOWNLOAD LINK

The app can be downloaded from this [link](#) on Google Play.

## ADDITIONAL RESOURCES

- Source code on GitHub:  
<https://github.com/EUreka3D-XR/AR-Tour-Experience>  
<https://github.com/EUreka3D-XR/AR-Tour-Builder-backend>
- Demo video at the Bibracte archaeological site (Jan 2026): [Link](#)