VISEUM®

Your own museum app
flexible • intuitive • modern

Product overview
**September 2024**

EN

The Viseum Platform

Viseum started in 2016 as a research project at ETH Zurich, aimed at developing innovative tools for art education, focusing particularly on augmented reality. In 2021, Aperion XR AG was founded as an ETH spin-off to make this technology accessible to a wider audience.

The Viseum platform features an app for smartphones and tablets, along with a content management system (CMS). This web-based, modular CMS enables museums and cultural institutions to configure their own apps and independently create and manage their content.
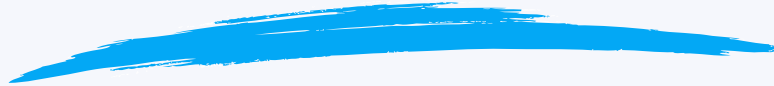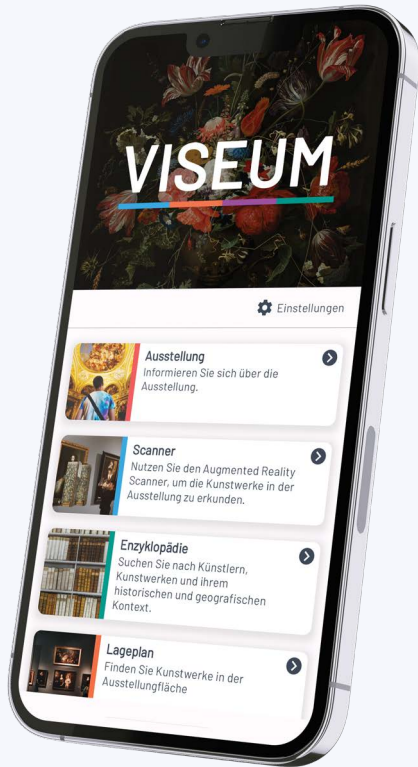
"Visitors come to museums to learn and be entertained. I am confident that Viseum will enhance both experiences!"

Dr. Johann Kräftner
Former Director, LIECHTENSTEIN. The Princely Collections
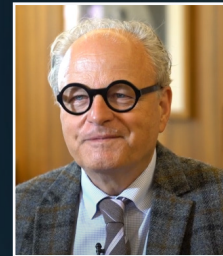
The Viseum App

As an institution, you'll receive a customized Viseum app designed for intuitive, user-friendly navigation with a sleek, modern design. The interface supports multiple languages and includes accessibility features.

Our app is compatible with both smartphones and tablets, available on iOS and Android, and can also be used on museum display devices.

Leveraging cutting-edge technology, the app ensures a high-quality, seamless experience for your guests. Regular software updates are provided to ensure longevity and continuously introduce new features.

Download on the App Store

GET IT ON Google Play

Your guests can access the following areas via the **home page** of the app:
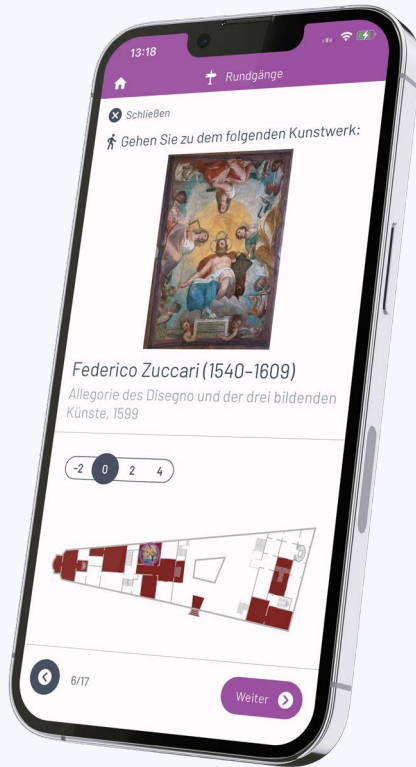
Scanner

With our scanner feature, your guests can effortlessly explore art by simply pointing their camera at it. Thanks to augmented reality, artworks are recognized automatically and the respective content is made available.

You have the flexibility to combine texts, images, videos, and audio to enrich the experience for each work of art. Augmented reality enables the overlay of virtual content, including images, 3D models, and animations, onto the artwork within the camera image.

This seamless integration of virtual content with real exhibits ensures that information is conveyed in an accessible manner, fostering deeper engagement with the artworks.

Tours

In our tours feature, you can curate exhibits into themed tours. Beyond the content elements available in the scanner, interactive elements like audio commentaries and introductory texts can be integrated. This feature empowers curators to infuse tours with a personal touch.

These virtual tours provide guests with in-depth insights into thematic contexts, historical backgrounds, and artistic techniques, allowing them to explore at their own pace and delve deeper into the artistry on display.

Floor Plan

Our floor plan feature simplifies navigation for your guests, ensuring they can easily find their way around the building. Exhibits can be located on different floors and organized flexibly within a folder structure. This allows for thematic and spatial organization, highlighting key works.

With our dynamic search function, guests can swiftly locate specific exhibits.

You have the flexibility to adjust the selection and positions of artworks anytime, ensuring the floor plan remains up-to-date.
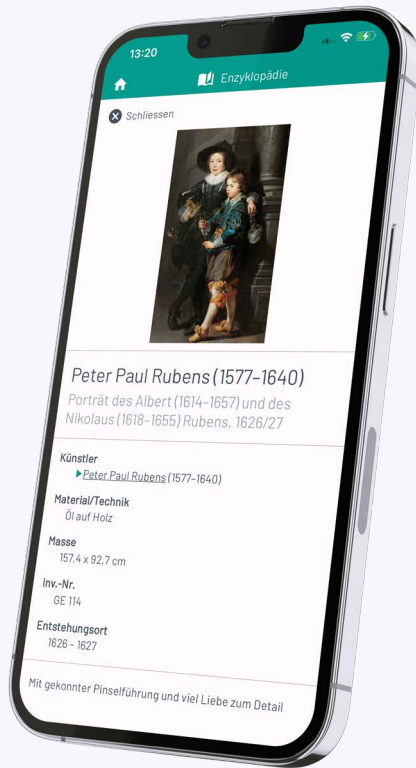
Encyclopedia

Within our encyclopedia feature, you can offer guests comprehensive background information on diverse topics, spanning from artists to places, art historical periods, and art collections.

Content is organized flexibly within a folder structure, complemented by a search function for swift access to specific information.

Links between pages encourage exploration of related content, facilitating a deeper understanding of various topics. Encyclopedic pages can be accessed from anywhere in the app, ensuring seamless access to additional information whenever desired.

Article Pages

Utilize article pages within the app to welcome your guests and offer comprehensive information about your institution, exhibitions, and events.

These pages allow for flexible compilation of texts, images, videos, and audio to create engaging content. Additionally, you can seamlessly link content within the app as well as external websites, such as your ticket store.

With the Viseum app's modern presentation, all content is delivered in a uniform and visually appealing manner, ensuring a cohesive and enjoyable user experience.

Customized Development

The Viseum platform provides a plethora of options for creating and structuring your own content. Additionally, we offer tailored developments and consulting services to assist you in preparing and designing content to meet your specific needs.

Our services encompass the conception and development of customized content, including augmented reality experiences such as 3D models, animations, visual effects, as well as multimedia content and mini-games.

Additionally, we offer the capability to import content from existing databases and platforms upon request.

The Viseum CMS

The content management system (CMS) of the Viseum platform was designed to offer you a straightforward and intuitive tool, empowering you to design your app according to your preferences.

Every aspect of the app, from the layout of the home page to tours, the floor plan, encyclopedia pages, and augmented reality content, can be managed effortlessly within the CMS.

Characterized by high performance, stability, and security, the Viseum platform is engineered to accommodate a large number of app users without compromising on user experience or reliability.

Upload content

Manage content in the CMS
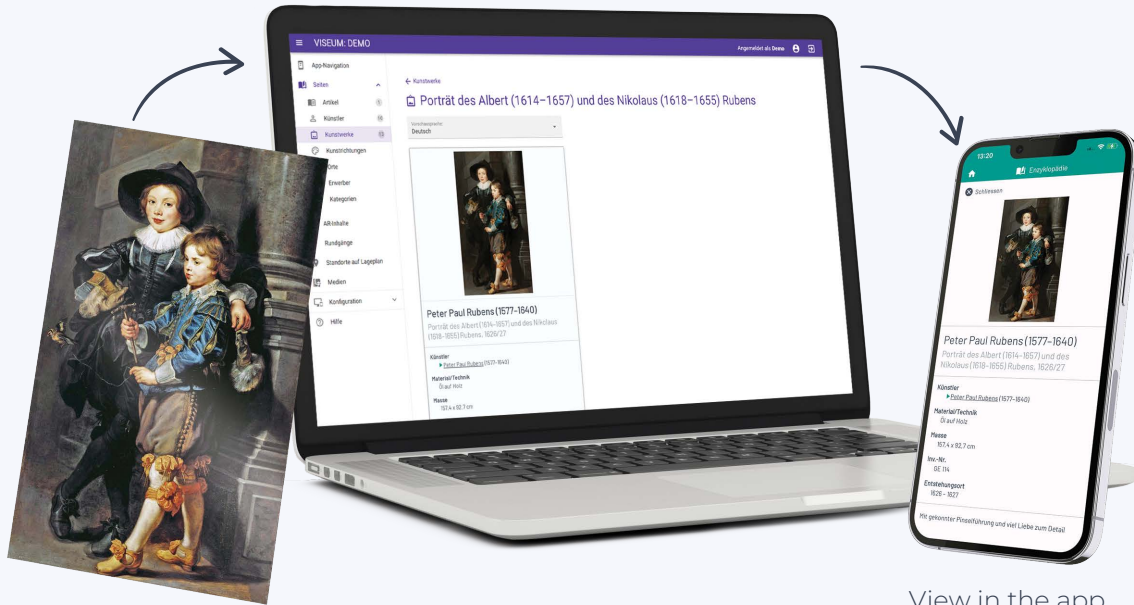
View in the app

The CMS empowers you to manage the app independently. Content that you create and edit in the CMS can be made immediately available to all app users: Changes are instantly distributed to all smartphones and tablets worldwide.

With the preview mode, you can review your edits before publishing, while multilingual content is displayed in various languages. The CMS supports all common multimedia formats and optimizes uploaded files for use in the app.

Individual user accounts for team members facilitate collaborative content creation, while integrated virus scanning and regular data backups ensure the security of your data. You also have the flexibility to choose the location of the cloud data center where your data is stored, such as Zurich, Switzerland.

Customer Highlights
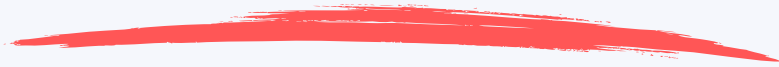
BIBLIOTHECA HERTZIANA
MAX PLANCK INSTITUTE
FOR ART HISTORY

LIECHTENSTEIN
The Princely Collections

GRAPHISCHE
SAMMLUNG
ETHzürich

VITRÒMUSÉE
ROMONT
MUSÉE SUISSE DU VITRAIL
ET DES ARTS DU VERRE
SCHWEIZERISCHES MUSEUM
FÜR GLASMALEREI UND GLASKUNST
SWISS MUSEUM OF STAINED GLASS
AND GLASS ART
MUSEO SVIZZERO DELLE VETRATE
E DELL'ARTE DEL VETRO

On the following pages, we present some of the apps that we have developed in collaboration with our customers.

BIBLIOTHECA HERTZIANA
## MAX-PLANCK-INSTITUT
FÜR KUNSTGESCHICHTE

The Bibliotheca Hertziana – Max Planck Institute for Art History in Rome conducts fundamental research in the field of Italian and global art and architectural history.

The Bibliotheca Hertziana uses our app to inform visitors about the history of the institute, the historical buildings and the exhibited works of art. The integrated map is useful for finding your way around the intricate premise.

Further information
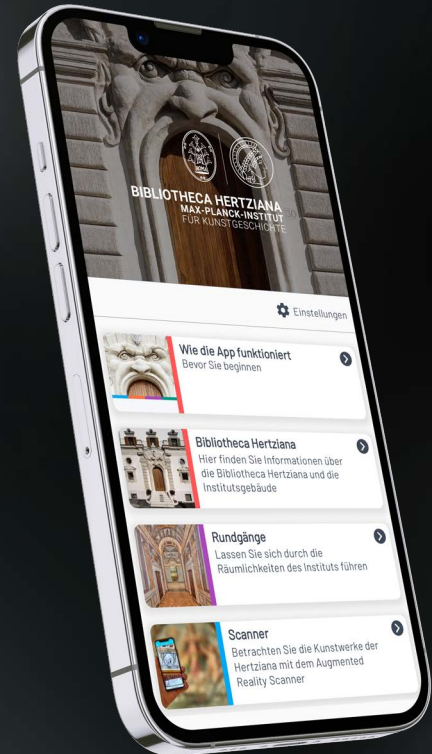
"A fantastic tool for making art history tangible in a concise and engaging way."

Dr. Susanne Kubersky-Piredda,
Senior Scholar, Bibliotheca Hertziana

◀ Floor Plan

As the institute extends over several buildings, in each of which only a few rooms can be visited, the team decided to integrate the floor plan into the app. The orange circles mark works of art or other points of interest within the buildings.

Ceiling Frescoes ▶

The Bibliotheca Hertziana is housed in a historic palazzo with impressive ceiling frescoes. With the help of the Viseum app, visitors can get to know the iconographic program in detail.
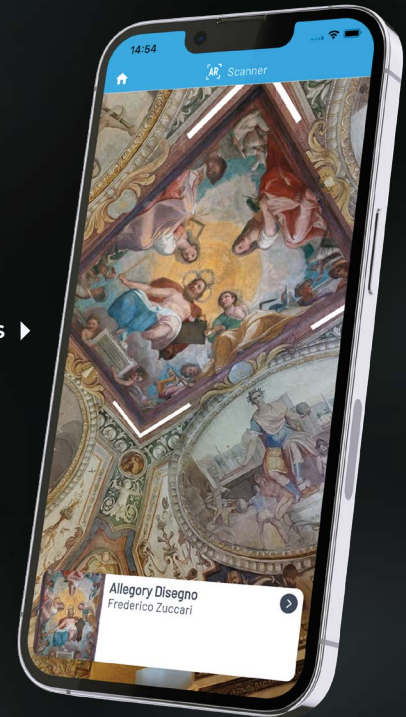
The Princely Collections of Liechtenstein have grown over the centuries to become one of the most important private collections in the world.

We have worked with the Princely Collections on several occasions and developed apps with various augmented reality content for their exhibitions.

Further information and videos

Home page of the app for the "Treuer Fürst" exhibition

Portrait of Maria de Tassis (1611–1638), Anthony van Dyck (1599–1641), c. 1629/30

The augmented reality experience for this painting presents a synthesis of entertainment and information, enabling a journey through the fashion history of Anthony van Dyck's era based on his diverse portraits of women. By choosing different period garments, you can experience how Maria de Tassis dresses herself in the respective garment, accompanied by informative texts.

Decamerone, Franz Xaver Winterhalter (1805–1873), 1837

Winterhalter's painting draws on the famous collection of stories "Il Decamerone" by Giovanni Boccaccio. To highlight the short stories, we developed a bespoke augmented reality experience in which the figures in the painting come to life and tell viewers short snippets of their stories.

The subtle animations, from the moving figures to the water fountains and trees in the background, accompanied by an atmospheric soundscape, create an immersive experience.
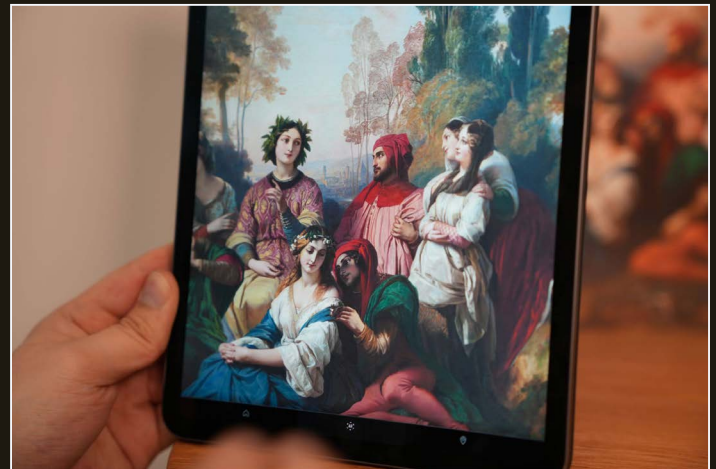
The Arrest of St Mark, Giovanni Mansueti (1465–1527), 1499

The augmented reality experience developed for this painting conveys the restoration history of the painting from 1891 to 2005. Using augmented reality, the painting can be viewed before and after restoration and compared with the original. This makes it possible to discover the differences brought about by the restoration process.
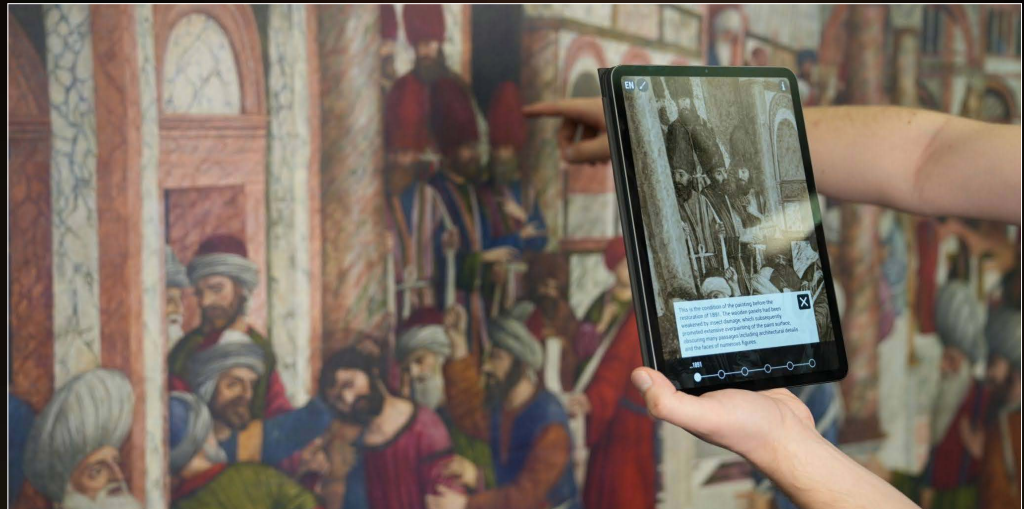
Portrait of Albert (1614–1657) and Nicholas (1618–1655) Rubens, Peter Paul Rubens (1577–1640), 1626/27

3D Animation of the Goldfinch

In the painting, Nicholas, the younger son of Peter Paul Rubens, is playing with his goldfinch, which he is holding by a ribbon — a popular and symbolic children's game at the time. In the app, the bird comes to life through augmented reality and allows viewers to play with the freed goldfinch themselves.

3D Animation of the Wooden Panels

The painting's support is composed of seven extremely thin wooden panels that are glued together without additional reinforcement. Our augmented reality animation shows the structure of the panels and turns them over so that the back can be inspected.
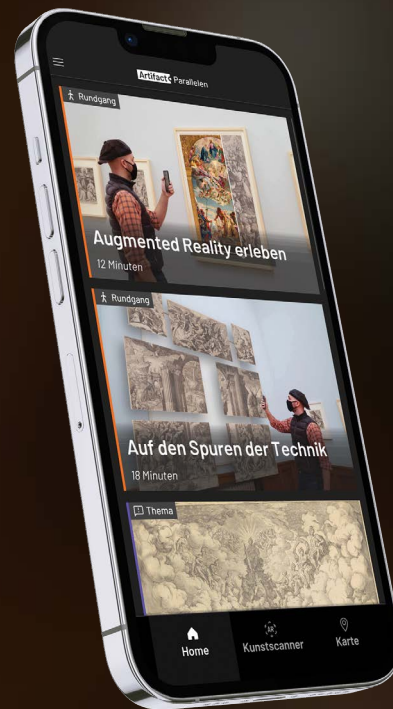
GRAPHISCHE SAMMLUNG
ETH zürich

With around 160,000 works of art, the Graphische Sammlung ETH Zürich is one of the largest collections of its kind in Switzerland. The collection actively promotes the mediation and understanding of art on paper and boasts an international reputation.

On the occasion of the exhibition "Crossing Parallels. Agostino Carracci and Hendrick Goltzius", we jointly developed an augmented reality app to provide guests with details and background information on the exhibited works of the 16th century.

Further information
and videos

"I think the the app is an ideal tool for providing additional information about the exhibition. Visitors can discover a host of insights about the works in a fun, interactive way."

Dr. Linda Schädler,
Director, Graphische Sammlung ETH Zürich

Hendrick Goltzius, after Cornelis van Haarlem, *Icarus,* from the series "The Four Disgracers", 1588, copperplate engraving

In the four-part series "The Four Disgracers", Goltzius shows four naked male figures in free fall, each from a different angle. We have taken up the allusion to the paragone in a 3D animation in which we have merged the four bodies into a single, rotating figure.

The Latin inscription surrounding the image is translated directly into German in a rotating animation.
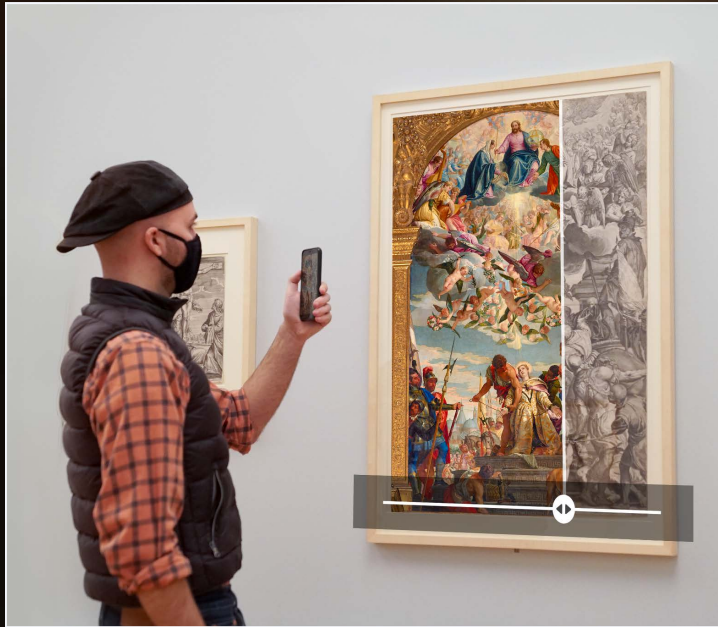
Agostino Carracci, after Paolo Veronese,
Martyrdom of Saint Justina of Padua, **1582,**
copperplate engraving

Carracci transferred Veronese's huge oil painting into a transportable copperplate engraving. In the app, visitors were able to compare Veronese's original painting with the copperplate engraving on display using a slider. This enabled them to discover that the engraver by no means produced a faithful copy, but rather incorporated many unexpected interpretations into his work.

VITROMUSÉE ROMONT

MUSÉE SUISSE DU VITRAIL
ET DES ARTS DU VERRE
SCHWEIZERISCHES MUSEUM
FÜR GLASMALEREI UND GLASKUNST
SWISS MUSEUM OF STAINED GLASS
AND GLASS ART
MUSEO SVIZZERO DELLE VETRATE
E DELL'ARTE DEL VETRO

Opened in Switzerland in 1981, the Vitromusée Romont presents glass art in all its diversity and serves as a meeting place between artists and the public.

Since 2021, the Vitromusée Romont has been using our app to offer its visitors an interactive experience for selected works of glass art.

Further information
and videos

"The app 'Artifact: Vitromusée' allows our visitors to immerse themselves in the fascinating world of glass art and offers them an interactive art experience."
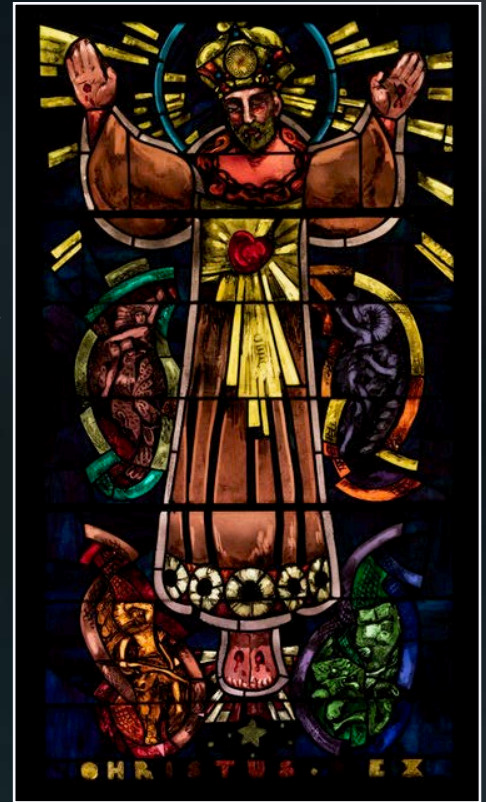
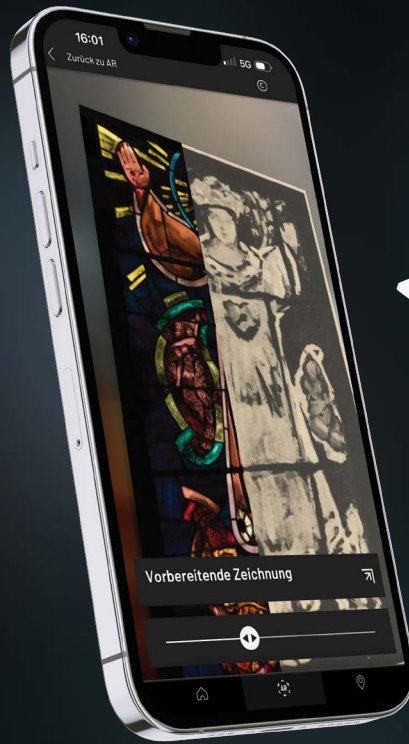PD Dr. Francine Giese,
Art Historian, Vitromusée

Alexandre Cingria, *Christ with the Sacred Heart,* **1937, stained glass window**

Preparatory Drawing

The comparison slider allows visitors to compare the preparatory drawing with the finished work.

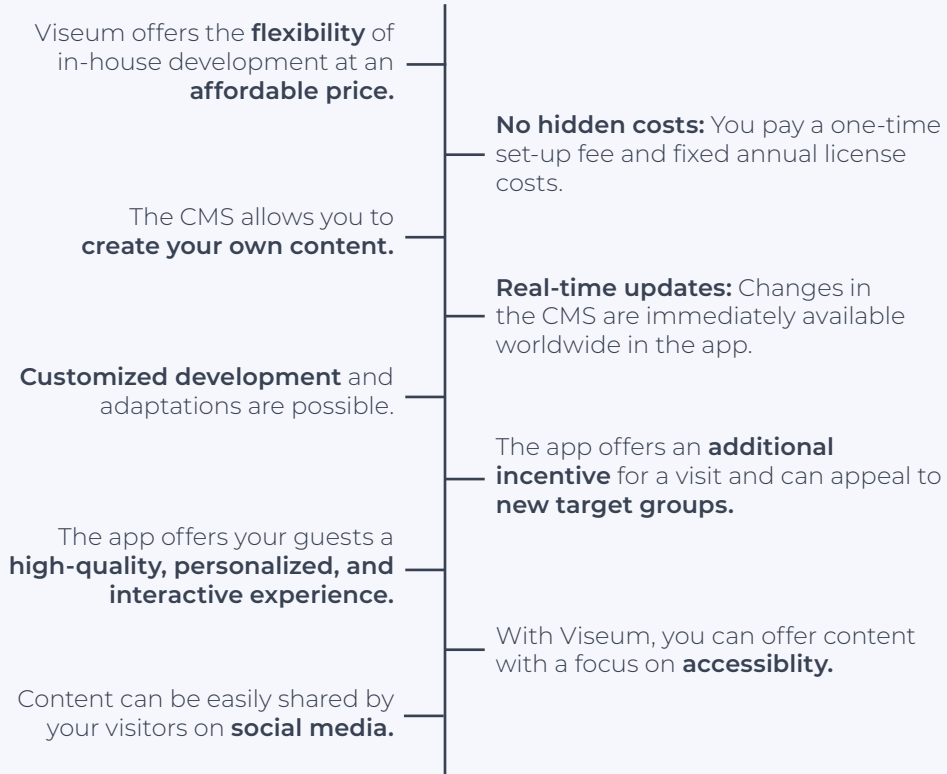## Animation of Composition

For this stained glass window at the Vitromusée Romont, we developed a custom animation to present the composition of the artwork. By breaking it down into individual elements, visitors can explore the artwork in 3D. Light effects and shimmer were added to illustrate the effect of incident light on the artwork and further enhance its luminosity and appeal.
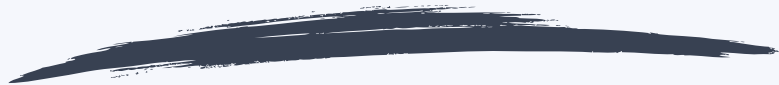
Why Choose Viseum?

Viseum offers the **flexibility** of in-house development at an **affordable price.**

No hidden costs: You pay a one-time set-up fee and fixed annual license costs.

The CMS allows you to **create your own content.**

Real-time updates: Changes in the CMS are immediately available worldwide in the app.

Customized development and adaptations are possible.

The app offers an **additional incentive** for a visit and can appeal to **new target groups.**

The app offers your guests a **high-quality, personalized, and interactive experience.**

With Viseum, you can offer content with a focus on **accessiblity.**

Content can be easily shared by your visitors on **social media.**

Give our apps a try:

APERION XR

Spin-off | ETH zürich

Aperion XR AG, an ETH Zurich spin-off, specializes in innovative, research-based technologies and software for cultural and educational institutions. We focus on augmented and virtual reality, and offer long-term assistance and support. Our aim is to combine technology and art to create unique, informative, and entertaining encounters.

The Viseum platform is Aperion XR AG's flagship product.

The Team

We are a multidisciplinary team of specialists combining expertise in digital solutions, cultural studies, and innovation.

Our founders have close links with ETH Zurich and bring a wealth of experience from the world of start-ups. Our enthusiastic team forms the technical, scientific, and creative foundation of our projects.

As a team, we are united by our shared passion for combining art and technology in innovative ways.

Dr. Fabio Zünd
Co-Founder

Prof. Dr. Bob Sumner
Co-Founder

Prof. Dr. Markus Gross
Co-Founder

Dr. Susanne Pollack
Art Historian

Saskia Goldschmid
Sales and Marketing

Henry Raymond
Software Engineer

Börge Scheel
Software Engineer

Fraser Rothnie
Digital Artist

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