

# Turning Exhibits “ON” At Museums



# Contents

- Expectations of today's museum visitor
- Engagement
  - Augmented Reality
  - Interactive Video
  - Interactive Maps
  - Pulling it all together in an Engaging Digital Experience
- Driving Outcomes
- New Digital Revenue Mechanisms
- How to do it

Expectations  
For Engaging  
Experience  
Are Incredibly  
High!

PokemonGO  
is so  
Yesterday!





Printed maps  
are OVER !



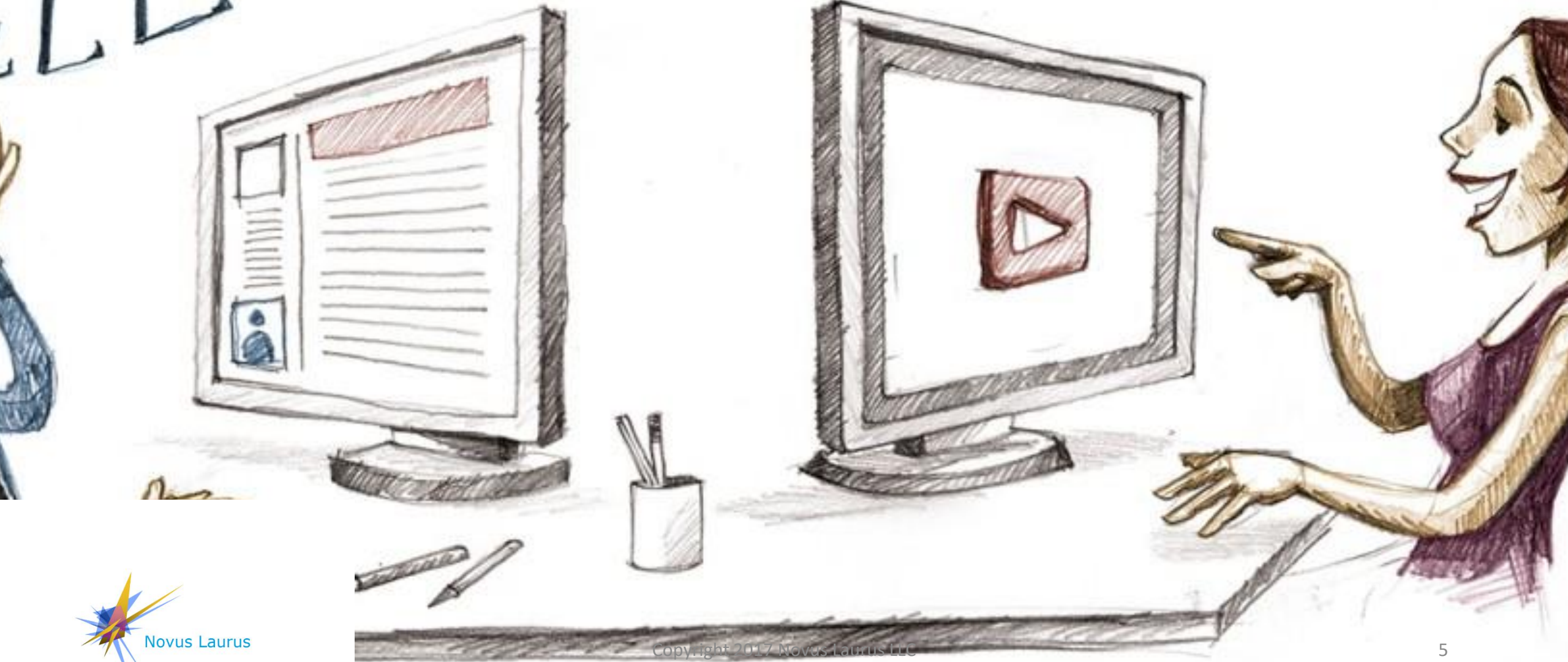
Novus Laurus

Copyright 2017 Novus Laurus LLC



Video or ZZZ...

ZZZ



What Is this  
Weird Device?

... And Who Had  
These  
Headphones On  
Before?!



Décembre à Mars 10h00 – 16h30 (Entrée jusqu'à 16h00)  
 Avril à Novembre 9h30 – 17h30 (Entrée jusqu'à 17h00)

**Closed / Fermeture**

December-March Every Wednesday (excluding Wednesdays which fall on public holiday and the first Wednesday in January) and December 26-28.

Décembre - Mars Tous les Mercredis (sauf les Mercredis qui coïncident avec un jour férié et le premier Mercredi de Janvier) et 26 - 28 Décembre.

**Admission Fee / Droit d'entrée**

Adults : ¥1,300 (¥1,200) / College Students : ¥1,100 (¥1,000)  
 High School Students : ¥900 (¥800) / Children : ¥500 (¥400)  
 ( ) groups of more than 15 people

Adultes : ¥1,300 (¥1,200) / Collégiens : ¥1,100 (¥1,000)  
 Étudiants d'école secondaire : ¥900 (¥800) / Enfants : ¥500 (¥400)  
 ( ) groupes de plus de 15 personnes

**Access / Accès**

**By Car:**  
 From Chuo Expressway  
 Exit at Kawaguchiko I.C. -----R139•R137-----  
 ----Museum (15 minutes from the I.C.)  
 From Higashi-Fujigoko-Road  
 Exit at Fujiyoshida I.C. -----R139•R137-----  
 ----Museum (15 minutes from the I.C.)

**By Train:**  
 Otsuki Station (JR Chuo Line) ----  
 ---- Kawaguchiko Station (Fujikyuko Line)  
 10 minutes by taxi, 20 minutes by "Retro Bus" from Kawaguchiko Station

**By Express Bus (Reservation: 03-5376-2222)**  
 Express Bus Terminal (Westside of Shinjuku Station)----  
 ----Kawaguchiko Station (100 minutes)  
 10 minutes by taxi, 20 minutes by "Retro Bus" from Kawaguchiko Station

R137-----  
 minutes de l'échangeur)

R137-----  
 minutes de l'échangeur)



▲Museum Shop / Boutique du Musée



▲Water fall "Ryumon" / Chate de'eau "Ryumon"



▲Cafe / Café



▲Ichiku-An (Japanese Café) / Ichiku-An (Café japonais)



Copyright 2017 Novus Laurus LLC

2255 Fuji-Kawaguchiko-Machi, Yamanashi 401-0304

Not Carrying This Around!

Itchiku Kubota

...How Many Trees Died?!

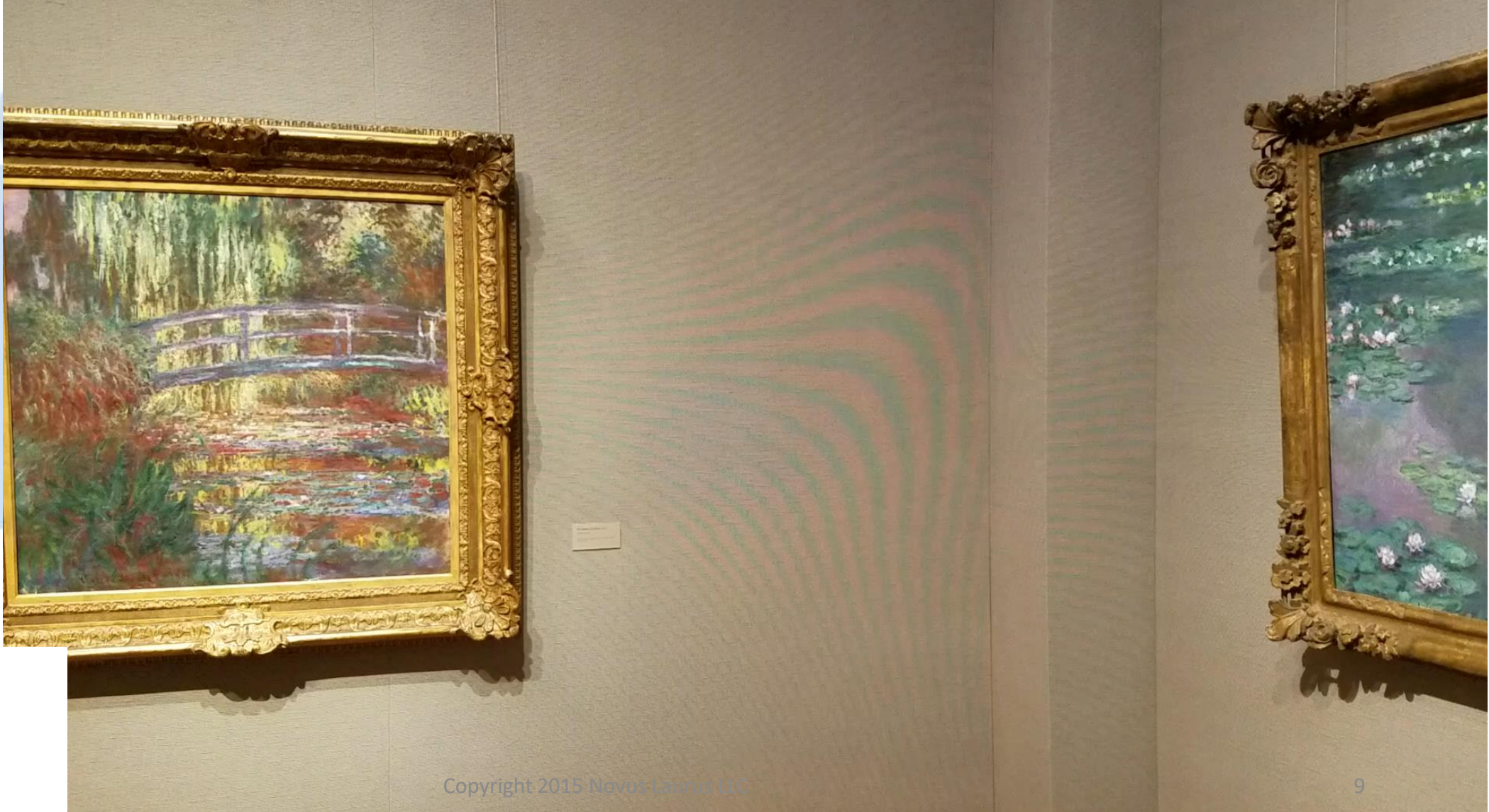
Millennials

EYE  
GET IT





# Augmented Reality



# Interactive Video For Exhibit

- Demo
- CATER TO INDIVIDUAL INTEREST
- Variety of Interactions – Little or NO Reading
- Easy to make
- Any Device

# Interactive Museum Map

- Demo
- **ORIENT to Points of High Interest or any Exhibit INSTANTLY**
- Variety of Interactions
- Easy to make
- Any Device



# All Together In One Digital Experience

- Demo

- Weave it together in an state of the art, **UNDENIABLE** experience!
- Turn ON as many or as few Exhibits as you like
- Easy to make
- Any Device



# Digital Outcomes – How?

- Digital presence is not useful if you cannot
  - Drive a lot of visitors to it
  - Retain visitors interest once they get there
  - Ensure they are actually doing what you need them to
  - Keep them coming back
  - Get them to drag their friends in



**Drive Outcomes by facilitating Visitor Intent !!**

# Common Problems With Digital Presence



## Engagement

- Text heavy, Stale, Navigability, Visitor Intent not addressed



## Calls To Action

- Weak, Absent, Too many



## Social

- Network not leveraged, Enthusiasts not Empowered



## Outcome Tracking & Optimization

- Analytics absent or not used, Insights not actioned



## SEO

- Code, Keywords, Content, Links inadequate



## Personalization

- Lack or absence of Visitor Specific Content or Paths

## Responsive

- Not accessible on all devices, Not Mobile enough for SEO



Goal Flow :

Viewed the blog

Select a segment

Connections:

Traffic Type



# Driving Outcomes



Direct  
917

Analytics

Organic Search  
739

Referral  
443

Social  
259

Home Page  
1.83K

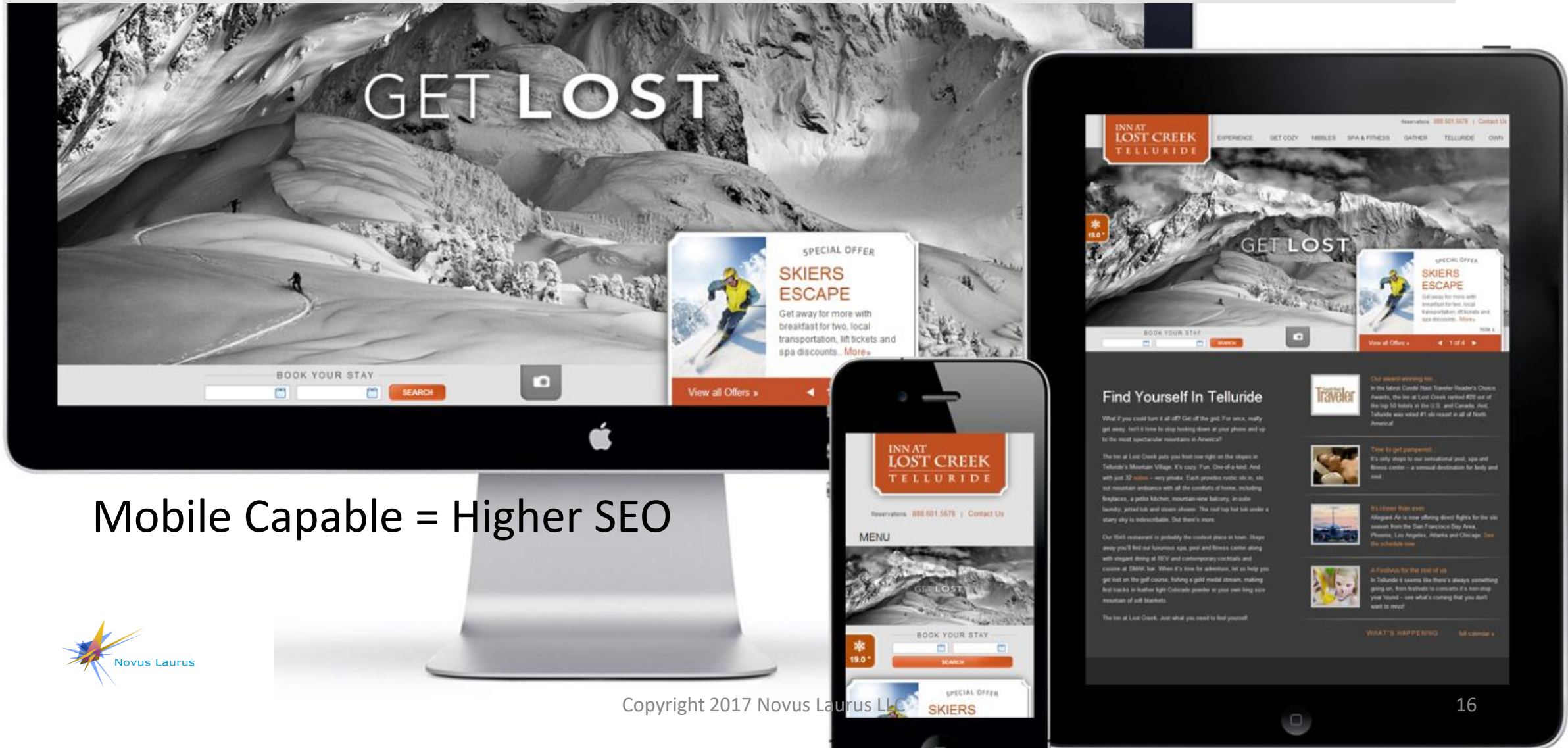
Insights

Viewed the blog  
1.22K

Redesigns & Updates



# Anytime, Anywhere, Any Device = Responsive



Mobile Capable = Higher SEO





# New Revenue Mechanisms via Digital

- Extend and enhance museum experience by
  - Making everything instantly accessible from anywhere, anytime, any device!
  - Cater to Individual Interest
  - Digitizing Museum guides, Exhibits, Library & Resources, Gift shop items
    - Go Green...er, Reduce maintenance, Centralize content, Provide layered access
  - Curate and Connect to other information/experiences available on the information highway
- Price to Visitor ... or Donation?
- Delight existing Donors/Members and motivate renewals
- Build as part of Digital presence and drive outcome



# How To Do It

- Build your own?!!!! Too expensive, Too Difficult!
- Make on the NLCultural Platform for a low monthly fee of \$50
  - Platform soon available for general public. Museums in Beta
  - Build on NLCultural publish to your own website
- Let Novus Laurus customize or design and then deploy and maintain for you – just collect royalty
- Novus Laurus looking for Partners to participate in FREE programs fully integrated with Augmented Reality





Novus Laurus

Your Partner For Optimizing Digital Outcomes  
& Evolving New Revenue Mechanisms

[www.novuslaurus.com](http://www.novuslaurus.com)

[Pradeep.Aradhya@novuslaurus.com](mailto:Pradeep.Aradhya@novuslaurus.com), 781 475 9750