

Creating a new exhibition user-experience using Beacon and Wearable technologies.

Overview

Marvel desired its exhibition visitors to participate in Marvel Cinematic Universe and experience the super hero’s unimaginable facet and sphere of the world. The inherent challenge was in creating a realistically compelling exposition experience. The Exhibition kicked off with each visitor creating a profile using a wearable device.

The primary design was for the device to track and store all of the activities while simultaneously keeping a dependable commitment in sending and receiving data with the server. A visitor would then delightfully receive a hero’s introduction video via their wearable device upon moving into a hero’s exhibition room. The Wearable device would then display trivia questions that entertain and educate about the Marvel hero(s) story.



Challenge

In order to play different introduction videos and proper content per sequence, the beacons have to precisely track the visitor’s position in the exhibit.



Employed the competitive expertise of beacon technology into the wearable device in order to autonomously detect visitor’s locations.

Solution

As a solution to the desires of Marvel, we employed the competitive expertise of beacon technology into the wearable device in order to autonomously detect visitor’s locations. More than 20 beacons were installed throughout the exhibition center after a number of rigorous calculations and tests. The beacons were amazingly able to determine the exact hero room in which the visitor was and efficiently send designated content to the visitor's wearable device.

This was a successful exhibition featuring a new, incomparable, cutting-edge technology (Beacon (Bluetooth LE)) to enhance the exhibition. In addition to the pride of the success recorded, a wearable client app for Samsung Gear S was developed for the major and convenient function of communicating with the content server to display contents and store the multifarious of activities. Moreover, the app is a mediation and a perfect bridge to assist the beacons to locate its position.

