Innovation

As global leaders in the cultural arena, we help our clients to create experiences that amaze, inspire and engage their visitors.

We are doing that by offering an integrated approach of content, hardware, software and retail operations.

Ultimately this allows our clients to increase engagement and drive revenue.

Innovation is at our heart and we continuously strive to adopt new technologies to support the goals of our clients.
Content

In designing visitor experiences, the one size fits all approach is outdated.

By integrating intelligent software like CHESS into our existing solutions, users will be able to choose a personal experience that better matches their need.

Unique for this project was the use of existing audio and multimedia content.

By slicing the existing content from the traditional audiotour, we were able to create several distinct themes that we used to build our stories storylines.

Instead of listening to pre-defined stops, visitors could now choose for a more personalised story.
Experiment

In collaboration with the renowned Stedelijk Museum, Antenna set up an experiment in order to evaluate the use of personalised content, compared to a traditional random access tour.

Thanks to Ecultvalue and the Amsterdam Smart City Living Lab, we were able to equip the visitors of the Stedelijk Museum with pre-programmed iPads.

By defining two distinct user-groups and conducting onsite evaluations, we expect to find significant learning that enables us to better explore the opportunities of personalised content in the cultural space.