Heritage Vista

Informative, personalised and engaging visitor experiences

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**Heritage Vista**

**Aim:** To develop new guiding technology for the National Trust. (UK's largest Conservation Charity)

Joint venture between National Trust, University of Bath and the Centre for Digital Entertainment.
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On-site experience is limited to:

Simple (linear) Audio/Video Tours

Guidebooks

Interpretative Boards

Human Guides
HERITAGE VISTA

We aim to:

Provide an experience from the Blend of the Virtual, Physical and Information Spaces.

Give content customised to visitor's interests
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The system should be available on both:

- Hand-held devices on-site (e.g. Tablets, Smartphones et al.)
- Other devices off-site.

- The system should take advantage of the technology available on both platforms to provide the best possible experience.
# Heritage Vista

Expanding the range of Experience:

<table>
<thead>
<tr>
<th>Visitor</th>
<th>Contents</th>
<th>Context</th>
<th>Example</th>
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<tbody>
<tr>
<td>P</td>
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<td>P</td>
<td><strong>Current NT Experience</strong></td>
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<tr>
<td>P</td>
<td>P</td>
<td>V</td>
<td><strong>Augmented Reality</strong></td>
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<td><strong>Augmented reality</strong></td>
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<td><strong>On-site VR Experience</strong></td>
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<td>V</td>
<td>P</td>
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<td>Web camera view of a site.</td>
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<td>P</td>
<td>V</td>
<td><strong>Augmented Virtuality</strong></td>
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<td>V</td>
<td><strong>Off-site VR Experience</strong></td>
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In the table above P = Physical & V = Virtual

**Blue** = Enhanced Visitor Experience  
**Red** = Current Visitor Experience
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Photographs of Chedworth Roman Villa, Near Bath

Physical Space
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Combining the Spaces
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Customising the content:

Use the National Trust's segmentation of visitors as an initial guide to their interests.

Use this to prioritise information in the Information Network

Feed-back visitor decisions to refine algorithm.
Customising the Content
Next steps:

Summer 2014 will be 150 years since Chedworth Roman Villa was re-discovered.

National Trust plans an exhibition in Bath to celebrate this.

Opportunity to develop an off and on-site experience using professional content and with real visitors testing.
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Thank you

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Any Questions