Personalized storytelling | for museums

Telling a story in an effective and engaging way requires adaptation to your audience. For example, showing content in the preferred language of the viewer, or adjusting the phrasing and information for kids vs adults, drastically increases the attention of your audience and the intensity in which your story is memorized.



NFC sensors offer an effortless way for the customer to personalize the content. Simply by tapping an NFC item (such as a wristband or card) on the NFC panel, content can be started according to the preferences stored on the NFC device. Whether you want to improve the visitor journey in a museum or increase brand engagement to a new level, personalized storytelling is a vital element in your digital signage offering.

What it does

1. A welcome station at the entrance of a venue allows visitors to enter information and preferences such as their name, age group and language. This information is stored on a NFC card or NFC wristband.
2. Throughout the venue, info screens show calm, branded content to give the venue a uniform design.
3. When a visitor taps their NFC wristband or card at an Info Point, new content starts which matches their preferences, for example their preferred language.
4. When the content provides information about a specific topic, related physical objects near the screen are highlighted with LED lighting.

Benefits

- No one-size-fits-all customer journey
- Adapt to the preferences of your unique visitors
- Increased audience engagement
- Bridge the gap between the physical objects on display and the physical content on your screens

Other verticals

Experience centers
Start a specific presentation based on the area of interest of your visitor. For example, show technical information when engineers are visiting, or a sales presentation for purchasers.

Zoo/Aquarium
Adjust the phrasing and type of information to be relatable when a child is interacting with the setup.

Retail
In stores with assisted sales, employees can access additional content/information about their products or services by tapping their employee card.

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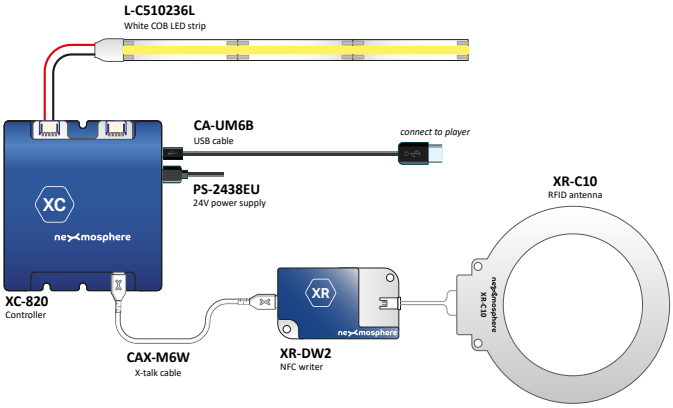
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Working principle

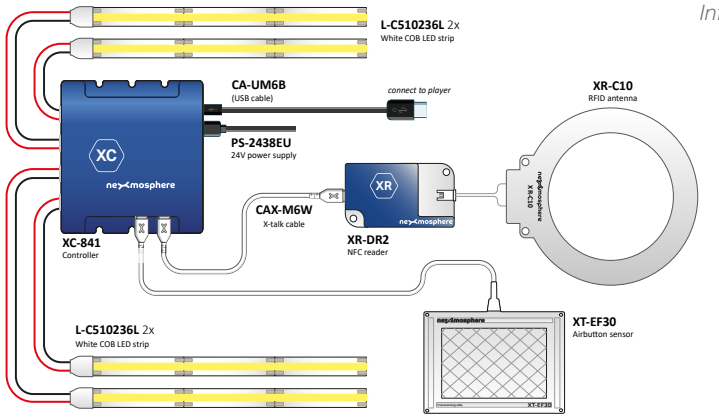
The NFC reader/writer is installed below the screens inside a platform. At the entry station, it writes the visitor's preferences onto the NFC card when tapping it on the platform. At the info points, it reads these preferences from the NFC card when tapping the card, and starts the matching content on the info screens.

LED strips are installed behind the physical objects on display. These are dynamically controlled via XC-800 Series controllers, based on timestamps in the videos. Additionally, XT-EF30 Airbutton sensors allow visitors to access more detailed information about topics they are interested in.

Connection schematic



Entry station



Info point

Nexmosphere products

Entry Station
(1x) **XC-820** controller
(1x) **XR-DW2** NFC Writer with **CAX-M6W** X-talk cable
(1x) **XR-C10** RFID antenna
(1x) **L-C510236L** White COB LED strip
(1x) **PS-2438EU** power supply and **CA-UM6B** USB cable

Info point
(1x) **XC-841** controller
(1x) **XR-DR2** NFC Reader with **CAX-M6W** X-talk cable
(1x) **XR-C10** RFID antenna
(4x) **L-C510236L** White COB LED strip
(1x) **XT-EF30** Airbutton sensor
(1x) **PS-2438EU** power supply and *CA-UM6B* USB cable

3rd party products

Entry station
(1x) **Bluefin** 10.1" screen
(1x) **BrightSign** HS145 Built-in digital signage player
(...x) **NFC cards** with NTAG213 chip

Info point
(1x) **Bluefin** 27" screen
(1x) **BrightSign** HS145 Built-in digital signage player
(...x) **NFC cards** with NTAG213 chip

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