



CBC 2014-2020
SOUTH-EAST FINLAND - RUSSIA

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@helsinkiXRcenter
@HelsinkiXR

www.helsinkiXRcenter.com
info@helsinkiXRcenter.com

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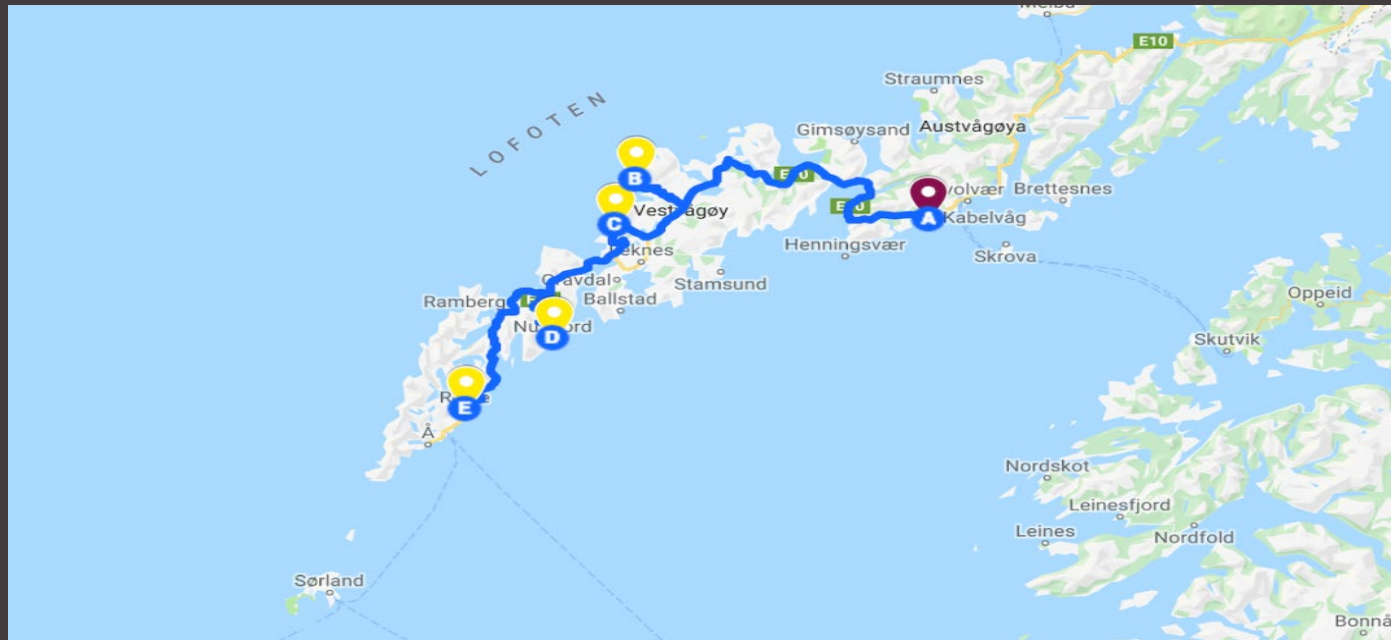


**BUSINESS
FINLAND**



Digital King's Road Platform - Basics

- Map-based platform, including cultural attractions, companies and other important spots placed around King's Road area
- Each hotspot will include information about the attraction
- Platform available for use on mobile devices or PC



Digital King's Road Platform – For Organisations

- Offer information about your company/attraction
- Allow people to see the place from their home
- Attract more visitors
- Offer additional content when people come to the site
- New ways to digitalize your site/organisation

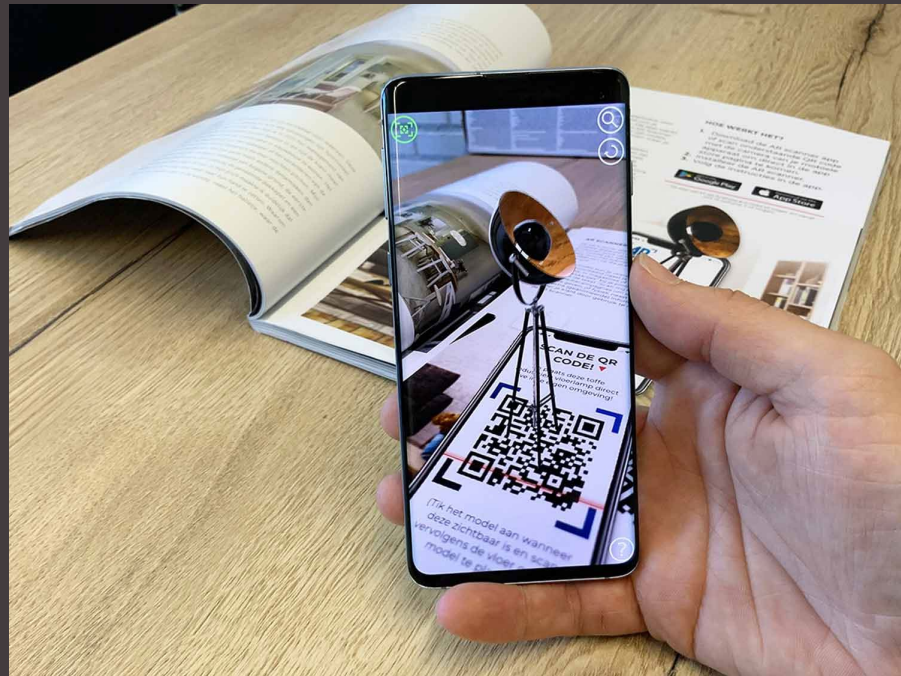
Digital King's Road Platform – Technologies pt.1

- 360-degree content
- Opportunities to display the actual environment
- Showcase spaces that are difficult to access
- Showcase beautiful scenery to users at home



Digital King's Road Platform – Technologies pt.2

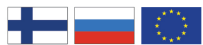
- Augmented reality content on mobile devices
- Display scanned 3D-models of objects
- Show augmented information on location



Digital King's Road Platform – Technologies pt.3

- Virtual reality on PC or mobile devices
- Access virtual world, based on real locations
- Immerse in virtual content, stories and history





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info@helsinkixrcenter.com

Thank You!

santeri.saarinen@metropolia.fi

www.helsinkixrcenter.com

