

Case studies

Guggenheim Museum Bilbao. The Guggenheim Museum in Bilbao used the mobile proximity channel for communication and interaction with their visitors.



FuturLink's technology allowed sending of coherent and contextualized messages to the visitors of the museum.



Agency:	Arista Mobile
Advertiser:	Guggenheim Museum Bilbao
Sector:	Tourism
Campaign:	New Guggenheim Museum website
Location:	Bilbao - Spain



Challenge

The objective of Guggenheim Museum was to facilitate communication with their visitors, giving them information about schedules, permanent exhibitions and the list of the activities conducted before and during their visit.

Solution

To achieve the above objective, they created a new website that contains information about the museum and a list of the activities. For the communication-process to be interactive at the time of the visit, they installed a Futurlink access point in the hall of the museum to distribute information via Bluetooth, to the mobile phones of the visitors.

The visitors then could download for free all the useful information about Guggenheim onto their mobile phones during their visit.

Results

The implementation, allowed sending of coherent and contextualized messages to the visitors of the museum, who received the information of interest during the visit.