bookBeo
Bringing it to Life!

Smart Tourism

Discover our tailor-made solutions to light up your destinations !

bookBeo

12 years R&D AR, VR & A.I Technologies

- Company founded in 2008 in Brittany (FR)
- Team in Le Faou (29) and Rennes (35)
- Specialized in augmented reality engineering
- R&D, technology integration and artificial intelligence
- R&D, research projects

Skills & experience

For 12 years, our team has become an expert in the exploitation of open or business data in order to develop custom algorithms.

The team is made up of graduate profiles who have several years of experience in the development, design or management of Web & mobile projects, with numerous achievements to their credit (references and examples to be discovered on bookbeo.com).

PROMOTION - GAMIFICATION - ATTRACTIVENESS

OFFER
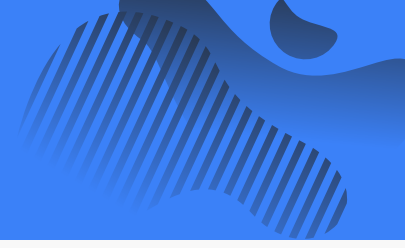
- Breizhtour application

- Augmented reality developments

- Virtual reality developments

- Gamification

- Interactives maps

- Brand tools

BREIZHTOUR APPLICATION

BreizhTour

THE PROMOTING TOOL OF THE 10 PLACES IN BRITANNY

Visitors discover the routes and POIs closest to their location.

The application shows the must-see POIs and specific routes designed by the tourism actors on the BreizhTour online platform.
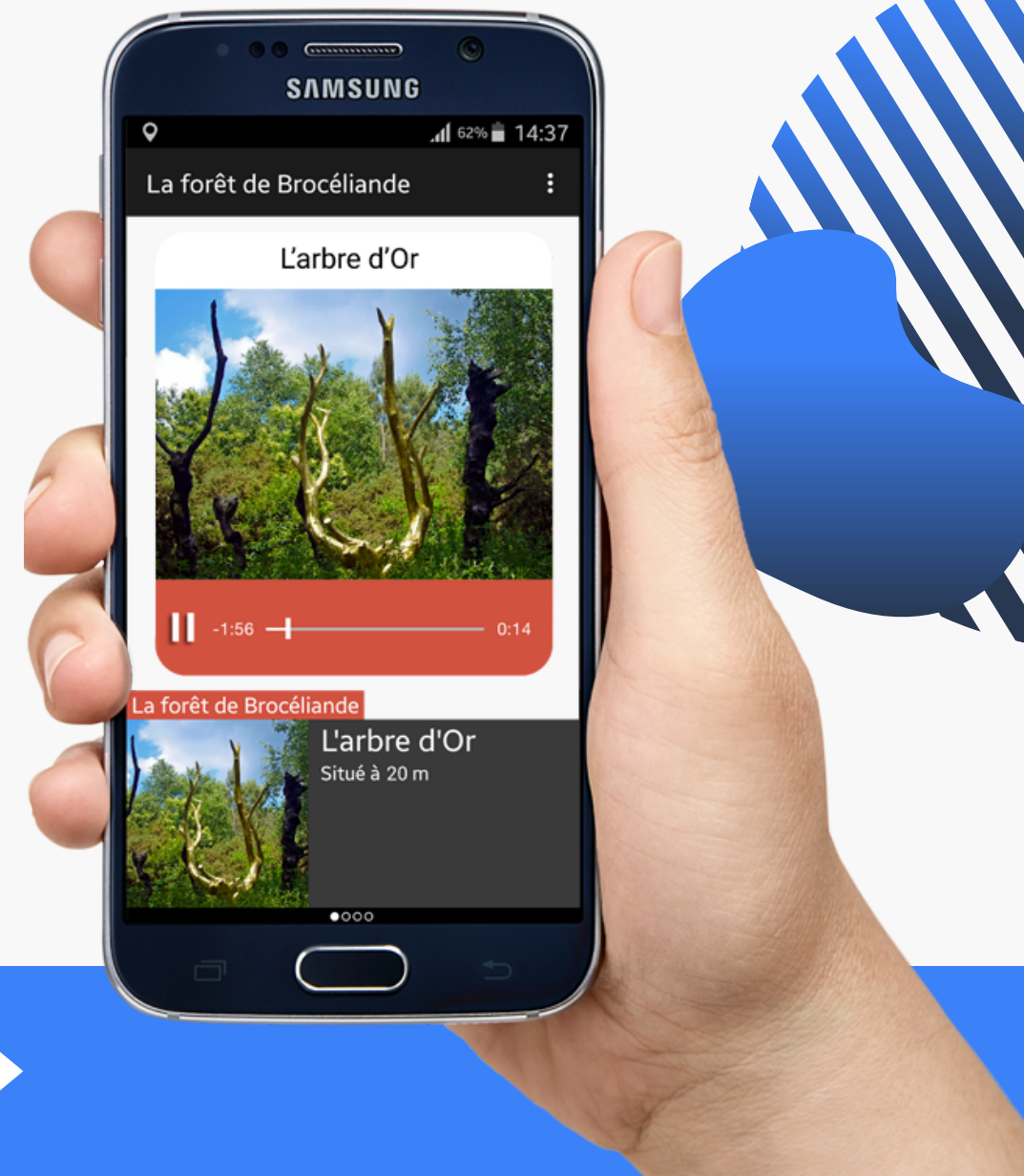
Thanks to the filters visitors can choose a route according to their centres of interest.

find more informations here ▶

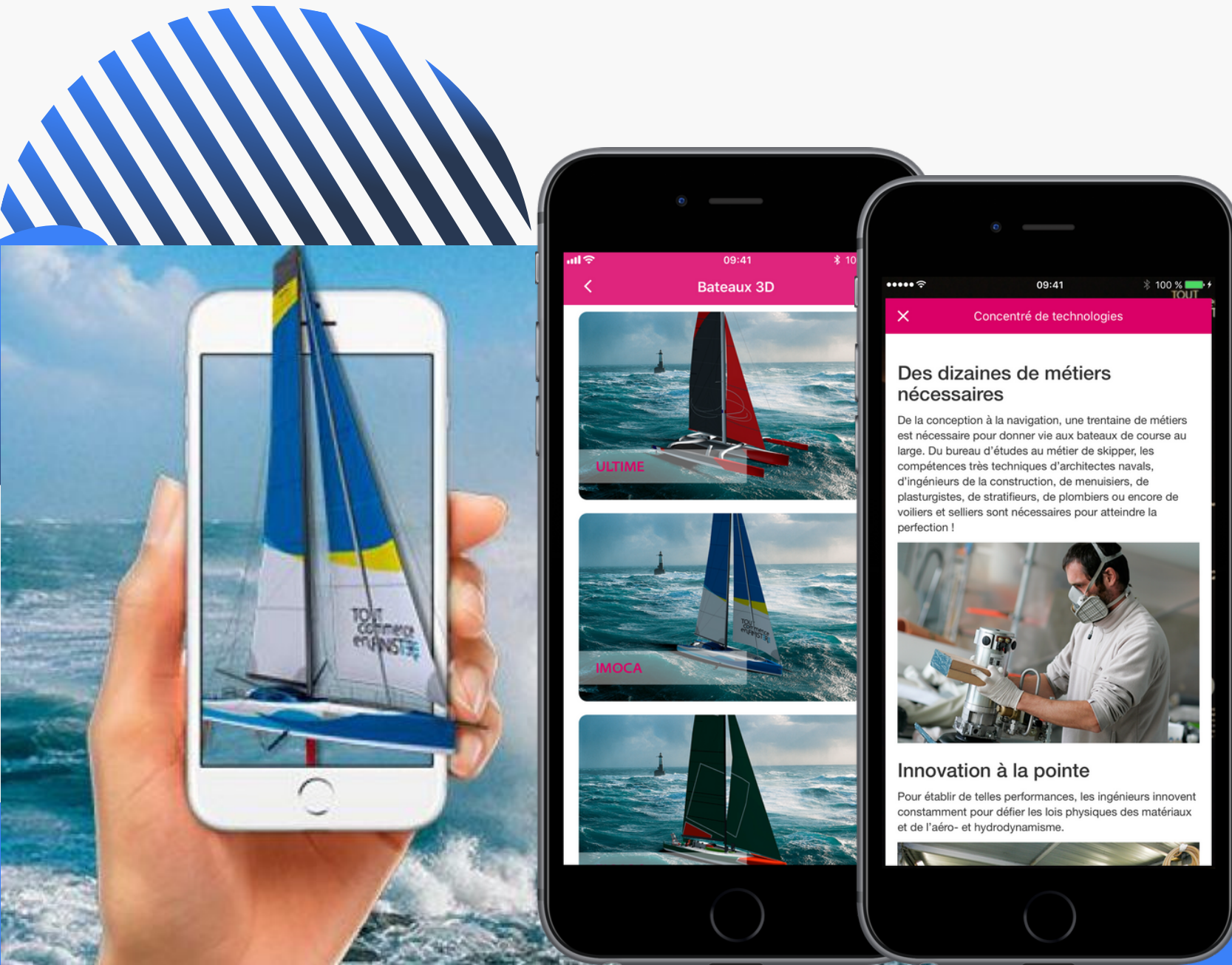# AUGMENTED REALITY

Mon Voyage Finistère

OCEAN RACING PHOTO EXHIBITION

By scanning the photo panels of the exhibition, the visitor can enter inside an Imoca, discover which skipper he looks like, handle racing boats in 3D or take a selfie with a skipper and become glued to the Offshore Race sailing boats.

find the video overview here

AUGMENTED REALITY

Sur la route des phares

APPLICATION DEDICATED TO THE LIGHTHOUSE TOUR GUIDE BROCHURE

By scanning the guide's visuals, visitors can access the interactive map and discover videos of the different lighthouses of the Brest Terres Océanes destination.

find the video overview here

AUGMENTED REALITY

Breizhtour VR

VIRTUAL REALITY APPLICATION ON HEADSET HTC VIVE FOCUS

A space for immersive experiences set up at the Quimper Tourist Office. Users can discover and rediscover the destination Quimper Cornouaille through 3 new experiences (time travel, 3D explore and 360 flight).

IMMERSE YOURSELF IN
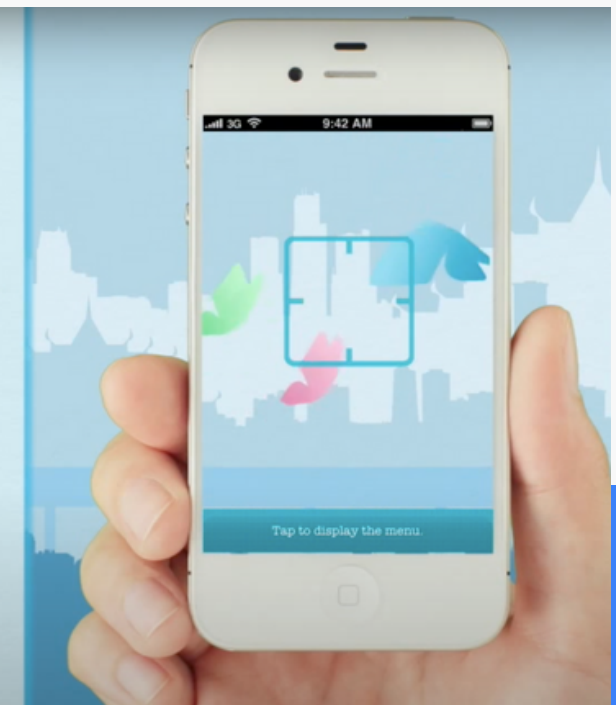ANOTHER SPACE AND TIME ...
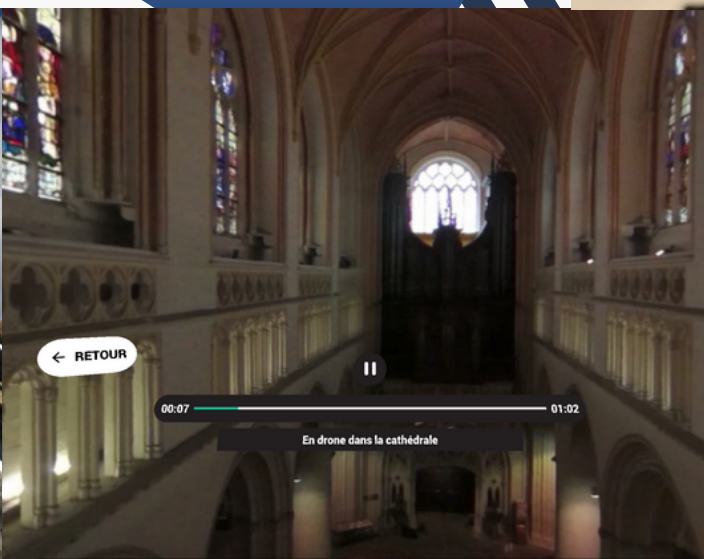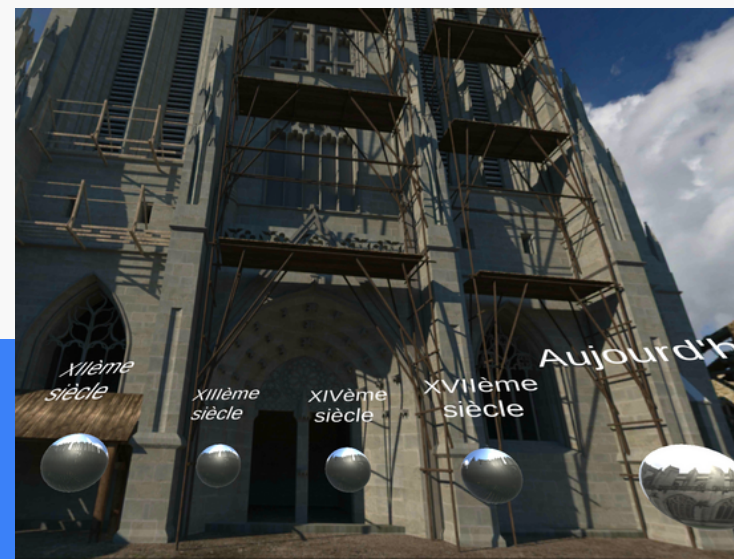
GAMIFICATION

iButterfly

100% CUSTOMIZABLE AR INTERACTIVE WALK

Search for butterflies from your location shown in the map.

Go to the spot, look for the butterfly around with your camera and catch it !

Then visit any shops with the iButterfly affiliation.

find the video overview here ▶

GAMIFICATION

Pass le Renne

CHRISTMAS WINNING QUIZZ - CITY TOUR GAME

Help the Star transport network find their missing mascot deer ! Turn into a Christmas Sherlock Holmes by solving a giant investigation in the city of Rennes. With the use of QR Code, find the enigmas, solve the case and win travel discounts.

A real life investigation

GAMIFICATION

Faguo poursuite

GIANT QR CODE TREASURE HUNT

The Faguo brand wanted to make an impression with a giant street marketing campaign. Participants went hunting to be the first to flash the hidden Qr Codes and win the brand's brand new pairs of shoes.

20
enigmas
+15 bonus

41
instants wins

in 75 places in Paris

find the video overview here ▶

INTERACTIVE MAPS

Nav&Co

APPLICATION FOR THE SHOM & THE OFB MADE FOR BOATERS AND COASTAL WALKERS

Boaters and coastal walkers have at their disposal an interactive map designed using SHOM data and augmented reality to recognize the sea beacons on the coasts from the Croisic to the Mont St-Michel bay.

In addition to the navigation mode, a discovery mode allows you to see the Point of Interests "POIs" (fauna, flora, protected marine areas) of the French Office for Biodiversity (OFB).

A discovery of the protected seabed!

- AUGMENTED REALITY BEACONS
- TIDE CONSULTATION
- NAUTICAL MAPS - OFFLINE MODE
- LOGBOOK
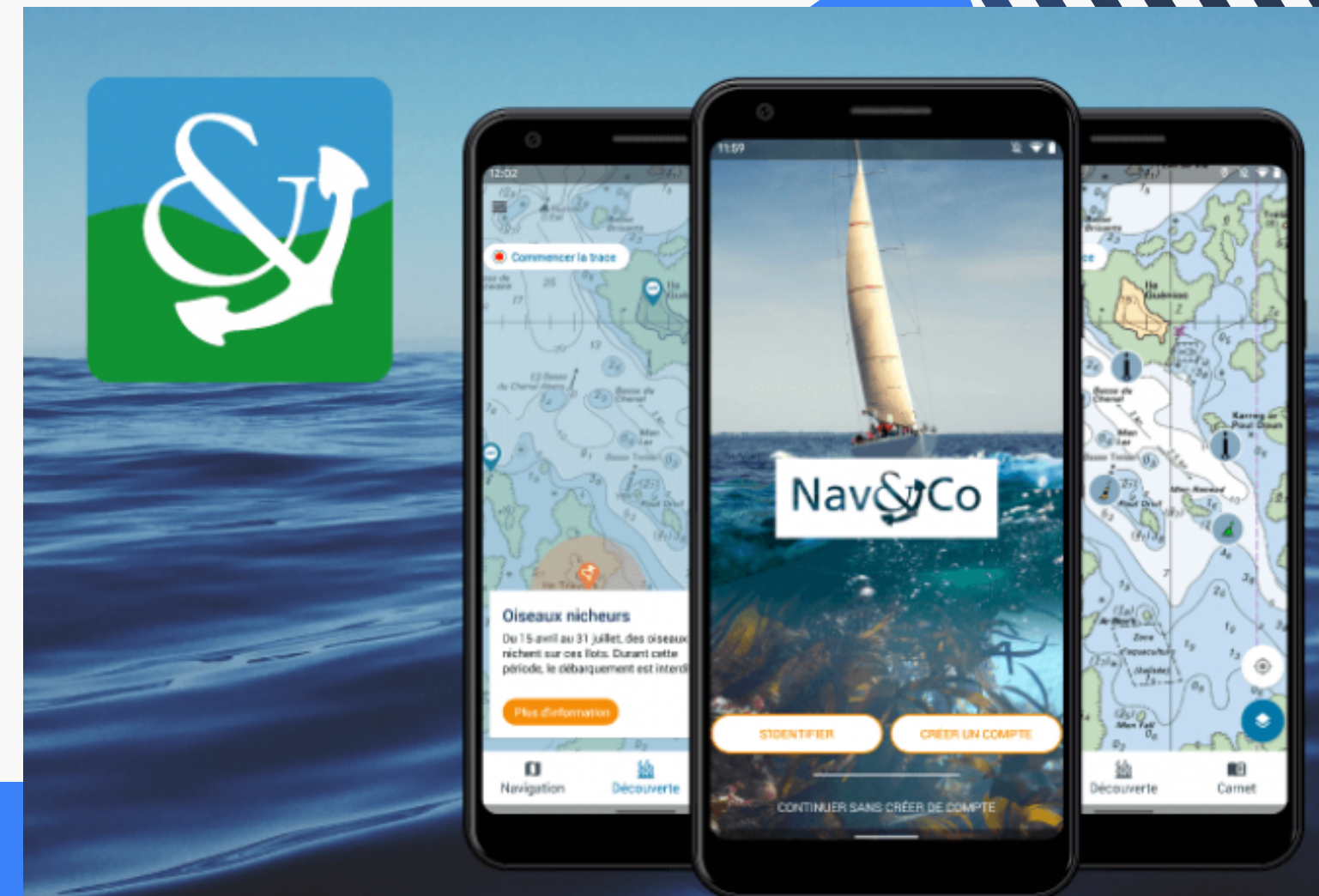
BRAND IDENTITY

Filtre 3D Explore

SOCIAL NETWORKS ANIMATION

find the video overview here
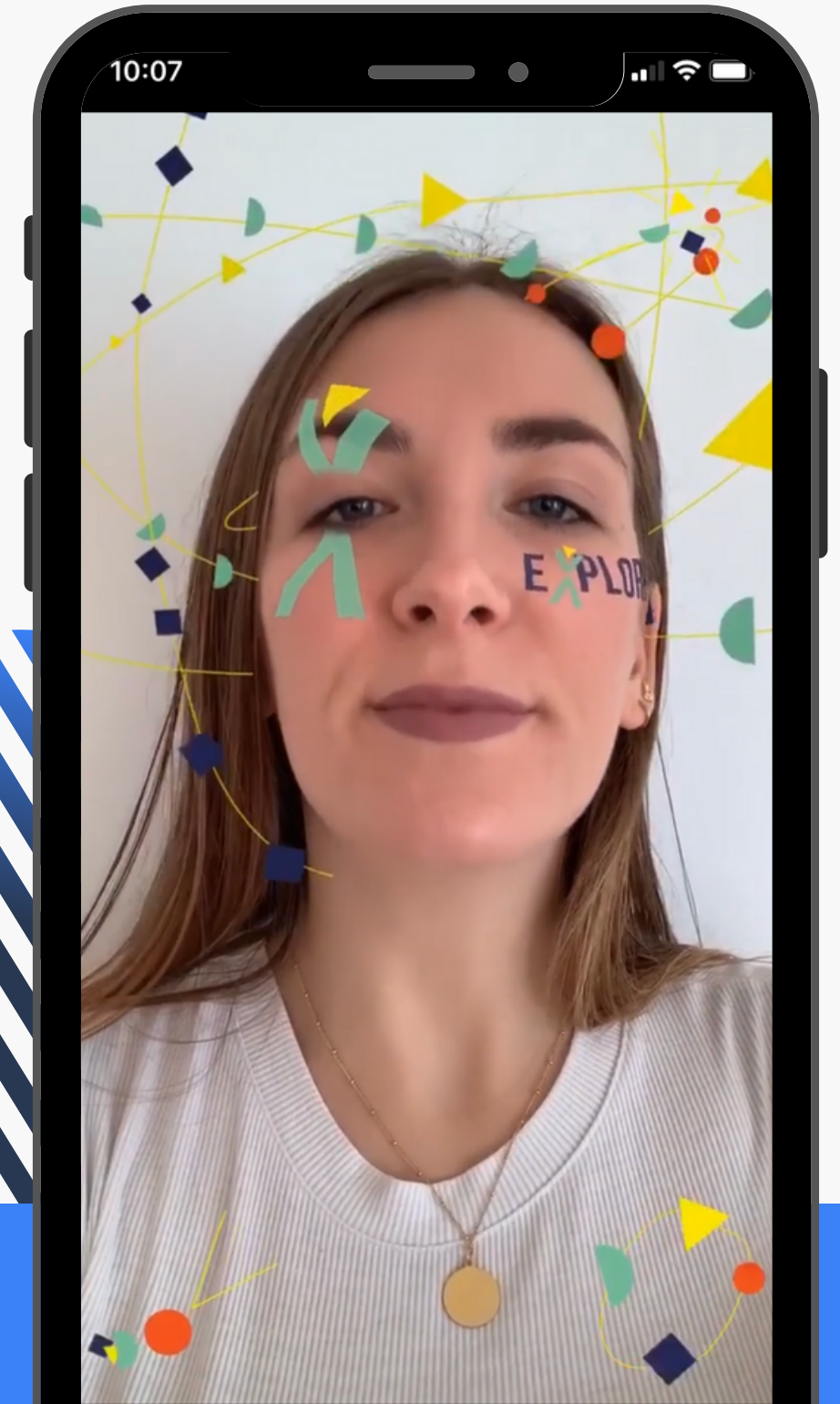
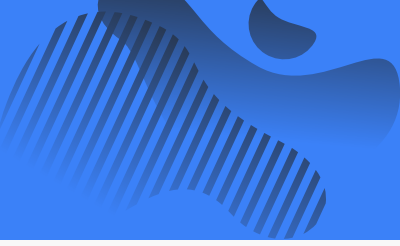bookBeo has been designing 2D and 3D filters for brands for 2 years.

These viral tools reinforce the attractiveness to young audiences.

As a sponsor of the Explore fund (incubators for environmental projects) bookBeo has developed a filter in their colours to boost their visibility in the local community.
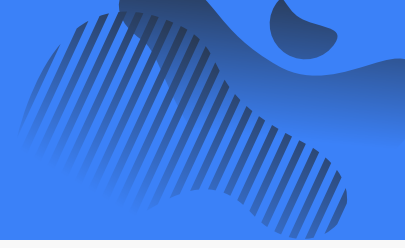
10:07

EXPLORE

CUSTOMERS

ACTUAL TRENDS

- Micro-vacation

- Immersive

- Well-being

- Second city

- M-tourism

- Transformational

- Tailor-made

KEY NUMBERS

- **Breizh Tour**

  7380 users

  41K reach

  3800 product page views

- **Filtre explore**

  + 1700 reach

  +1300 openings

  105 screenshots

- **Nav&Co**

  + 7000 users

  et +300K clicks on POIS

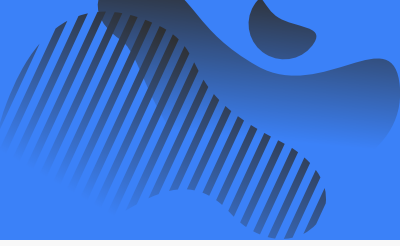- **Sur la Route des Phares**

  4000 users

  30,7 K Reach

- **Faguo**

  +1000 scans over 1 day

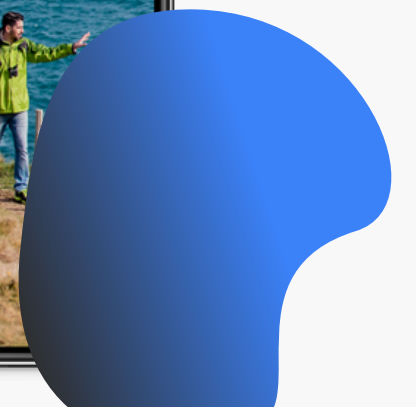# Customized services :

BreizhTour :

500 € / POI trail (degressive after 10 POI)
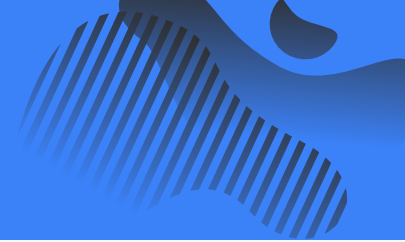
100 € / POI tour (degressive after 10 POI)

Interactive Map : 2500 €

AR application : 5000 €

Qr Code Tour (Qr Code Design & link integration towards an other gaming app) : starting at 500 €

CONTACT

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