

PRESS Release

Digital City Marketing

Virtual Reality: Tourists experience 19th Century Luxembourg

- Digital Devotion Group presents new Tourist attraction
- Virtual Reality (VR) turns City Tour into time travel experience
- Innovation is part of the "Smart City" project in Luxembourg City

Kaiserslautern / Luxemburg Stadt, 26.09.2017 – A City Tour turns into a voyage to the past: What initially sounds like science fiction is now possible in Luxembourg City. Together with the city administration the Digital Devotion Group presented a future-oriented tourism solution on Tuesday. By wearing virtual reality glasses during a bus tour through the "Pfaffenthal" district, visitors will be able to experience the historical city core, as it was in the 19th century. The project „VR Timetravel“ is part of the „Smart City“ initiative of the city of Luxembourg.

„Virtual Reality puts us in the position to offer tourists a city experience on a completely new level“, explains Prof. Matthias Pfaff, Partner and Chief Innovation Officer of the Digital Devotion Group based in Kaiserslautern and with an office in Luxembourg. The newly started pilot project „VR Timetravel“ shows how this works: With Virtual Reality technology, travelers can actually experience historical environments. They get to know the district of Pfaffenthal

from a historical perspective by being chauffeured with a bus through its narrow streets.

Through their VR glasses participants of the tour experience life as it took place in Pfaffenthal during the 19th century - all with a fitting scenery: Functional buildings such as the barracks of Vauban, as well as private houses, have been merged using photos and state-of-the-art technology into a coherent virtual world. Even the bus adapts to the times by appearing as a carriage with its horses. Matching sound effect make the time travel even more authentic.

However, visitors who want to try the new attraction must be patient as long as the test phase of the pilot project lasts. Afterwards an expansion to other city districts for 2018 will be decided. Until then, further test drives with selected passengers are possible on request.

Luxembourg City becomes „Smart City“

The "VR Timetravel" project is part of the "Smart City" concept of the city of Luxembourg, aimed at residents and tourists, to improve the interaction and information transfer on a digital basis. A further tourism project with an Augmented-Reality-Application (AR) has already been released since one week. With the help of "enhanced reality" information of physically existing motives are placed onto the camera image of a smartphone or tablet using an Android and iOS app called "VdL-AR". At seven locations, like the Place Guillaume II or Place d'Armes for example, users can access old photos, historical films, or 3D maps.

The public transport system is part of another feature of the app, developed by the Digital Devotion Group in collaboration with the

Luxembourg transportation agency.: Passengers can point their smartphone to a bus stop, whereupon the app automatically detects it and displays instantaneous real-time information about departure times, an interactive map, or short-term changes to travel routes. Purchasing tickets is also possible using the app.

Alexander Fridhi is enthusiastic about the "smart city" initiative: „Luxembourg is a pioneer in international comparison with the approach of making digital innovations available to everyone in everyday life.” Aside from "Vdl-AR", "Smart City" includes other components such as the improved transparency of government procedures, regularly updated information on environmental influences or an expanded and free WiFi network in the city.

Weitere Infos: www.digitaldevotion.com

Über die Digital Devotion Group:

The Digital Devotion Group GmbH is an affiliation of innovative corporations within the digital sector, providing independent consulting services, as well as software and platform solutions for the digitization of companies and the public sector. In addition it provides a hub with connected incubator for the networking of startups and established companies. The Digital Devotion Group based in Kaiserslautern with a subsidiary in Luxembourg (DDG Benelux S.A.) comprises UplinkIT GmbH, ZREALITY GmbH, xplando GmbH and DT:HUB GmbH. The group currently employs 35 people.

Contact for Journalists & Editors:

Malte Limbrock
Sputnik GmbH
Presse- und Öffentlichkeitsarbeit
Lessingstraße 60
53113 Bonn
Tel.: +49 (0)228 / 30412-630
limbrock@agentur-sputnik.de
www.sputnik-agentur.de

Claudia Plechawska
Marketing Managerin
Digital Devotion Group GmbH
Lutrinastr. 2 -4
67655 Kaiserslautern
Tel.: +49 (0) 631 – 34 35 91 13
Claudia.Plechawska@digitaldevotion.com
www.digitaldevotion.com