

The Virtual
Experience
Company

'Encounter with History' New Technologies in Heritage

Mike Gogan
The Virtual Experience Company

www.virtualexperience.co.uk
www.virtualexperience.net

The Virtual Experience Company

A semi-transparent background image showing a drone flying over ancient stone ruins, including several tall columns. In the distance, a large mountain is visible under a blue sky with scattered white clouds.

- Founded in 1999
- Specialists in using digital technologies in heritage for **research, education, preservation, tourism** and **exhibits**
- Experts in creating deeply **immersive, memorable experiences** of history

New Technologies in Heritage



- **What** do we do?
- **Why** do we do it?
- **How** do we do it?

Key Point

The site is the story
not the technology!



Question 1



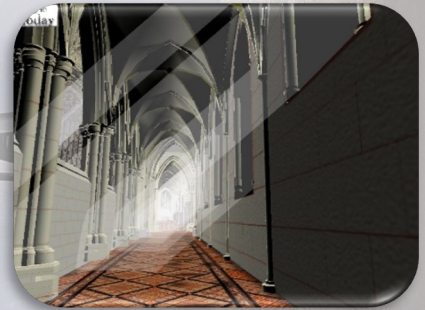
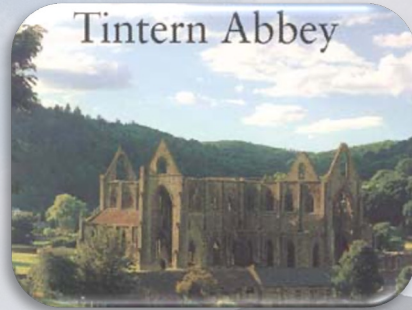
Why Use Technology
in Heritage Related
Projects?

Enabling Access to Heritage



‘Shakespeare’s Birthplace’ UK (2000):
Digital technology creates access for disabled visitors and provides a different but equally valuable experience

Reviving History Through Reconstruction



‘Tintern Abbey’ UK (2002):

Digital reconstructions put remains into their historic context and create vivid experiences of the past

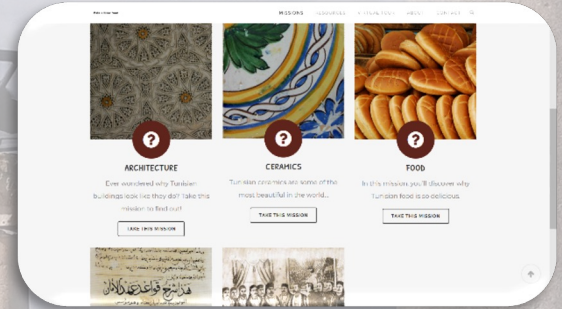
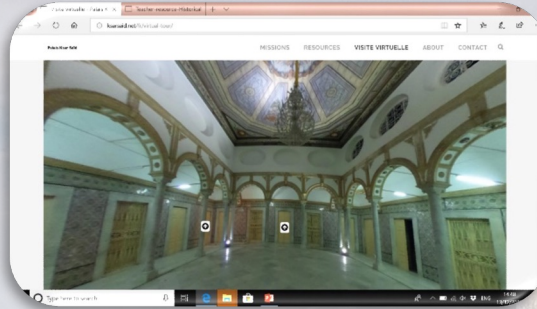
Exploring Theories and Scenarios Through Virtual Models



‘Westminster Hall’ UK

Digital reconstructions enable the audience to explore possible theories and scenarios regarding the construction, design and use of historic places

Creating Exciting Learning Resources



‘Ksarsaid.net’ Tunisia

Capturing heritage through digital technology creates virtual and web-based access to sites usually inaccessible and provides fascinating learning resources for audiences of all ages

Actively Engaging the Audience With Their Heritage



‘Encounter with History’ Tunisia

Virtual Reality, Augmented Reality and 360° Interactive Panoramas enable the audience to explore heritage hands on in an engaging and exciting immersive experience

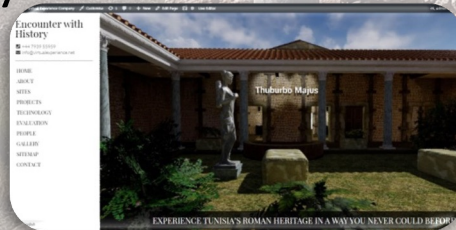
Question 2



What Technology
and How to Best Use It?

New Digital Technologies We Use

- Virtual Reality
- Augmented Reality
- 3D Reconstructions
- 360° Panoramas
- QR Codes
- 3D Scans & Photogrammetry
- Video, 2D&3D Images
- Games Technology
- Web Integration



How to Choose the Right Technology for a Project?

- What is the **Story**?
- Who is the **Audience**?
- What does the **Heritage / Site** offer?
What do you have that you can work with?
- What is your **Budget**?

Start Small and Expand

Roman Colchester Phase 1



Roman Colchester Phase 2



It's better to do a small project well,
rather than be over ambitious and cut corners

Choose the Right Technology for Your Project

Key Questions:

1. Which technology enables what kind of **experience**?
2. Which technology is the right one to tell the **story**?
3. How does the audience **access** the experience and from where?
 - on site or off site?
 - fixed device or with their own devices?
 - online or offline?

Conclusions

- Know your **audience**
- Choose the **technology** that tells the **story**
- Set your **plan** and stick to it

Technology offers endless exciting options but it is easy to get lost in the opportunities. **'Feature Creep'** is the biggest threat to a technology enhanced project, therefore often less is more and clear focus is essential.

Recent Projects

House of Africa,
El Jem, Tunisia (2018)

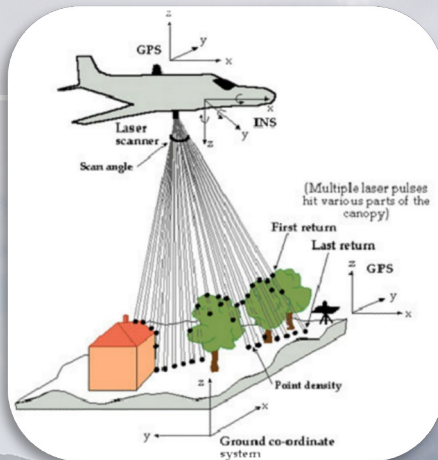
Augmented Reality
brings mosaics to life



Recent Projects

Thuburbo Majus Tunisia

Aerial Scanning of
excavation sites with
Drones and 3D
interactive
reconstruction in VR



Recent Projects



Thuburbo Majus, Tunisia
Video Capture using drones

Recent Projects



Reconstruction of a Roman Villa, Thuburbo Majus, Tunisia (2019)
Photogrammetry, 3D Modelling and integration into VR
in Unreal Engine

Recent Projects

Virtual Reality Lab
Experimental
development of
new applications
for VR in the
heritage sector



At the end of the day creating a vibrant experience of heritage is about captivating the senses....



Thank you!

Mike Gogan

The Virtual Experience Company

info@virtualexperience.co.uk

www.virtualexperience.co.uk

www.virtualexperience.net