

Sunglasses with built-in smart audio guide: the Austrian National Tourist Office (Österreich Werbung) and the Vienna Tourist Board (WienTourismus) use Beethoven tour to trial audio-augmented reality

The Austrian National Tourist Office and the Vienna Tourist Board have developed interactive city tours for Bose's Frames, which were only recently released in Austria this June. Ludwig van Beethoven serves as the guide on an acoustic tour of Vienna and New York that uses sunglasses with built-in speakers and the new #RelatedToAustria app. In Vienna, both visitors to the city and its residents can borrow the glasses from the tourist information office in Albertinaplatz as of now.

The Austrian National Tourist Office and the Vienna Tourist Board are inviting everyone to take a tour through New York and Vienna wearing stylish sunglasses with the latest technology, including 360° sound, GPS function and gesture sensors. The Bose Frames not only protect against the sun, but also provide information about the sights of Vienna and the life of Ludwig van Beethoven, with the 250th anniversary of his birth to be celebrated in 2020. The glasses are an advanced audio guide which, together with the new #RelatedToAustria app for your smartphone, transform the city tour into an interactive experience by way of speakers in the glasses' temples.

New York as advertising vehicle for Vienna

In New York, the AR glasses are in use with the intention of inspiring people to take a holiday in Austria. The #RelatedToAustria app is directing people there to different locations with a Viennese connection, for example, to a Viennese café in the centre of the Big Apple. Ludwig van Beethoven conducts the city tour in either German or English, while establishing links to Austria in a lively manner. In this way, New York sights such as Carnegie Hall or the Alexander Hamilton Monument at Trinity Church are transformed into an advertising vehicle for Vienna.

Petra Stolba, CEO of the Austrian National Tourist Office: "Design, culture and technology are united here, the project is a wonderful example of tourism partners working together to enrich the guest experience using digital innovation.

An interactive tour in the company of Beethoven

On site in Vienna, the city which Beethoven chose to make his home, the public is discovering locations at which the legendary musical figure left his mark: the composer takes us to the Palais Lobkowitz and to the Theater an der Wien. , The Viennese State Opera and the Bösendorfer Salon in the Musikverein are also a part of the city-walk. The app reacts to geodata, meaning you'll hear the thoughts of this musical genius as though he were taking a stroll through Vienna in the 21st Century if you approach one of these locations with the activated app and glasses.

Norbert Kettner, Director of the Vienna Tourist Board: "Vienna enjoys world renown as the capital city of classical music. This is something we're underlining even more strongly with our slogan for next year, 'Vienna 2020 – Capital of Music', as well as the 250th anniversary of Ludwig van Beethoven's birth. With the targeted employment of audio-augmented reality, we

bridge the gap to the present and convey our historical legacy with state-of-the-art technology in a way that enriches the guest experience in astonishing fashion.”

Taking it all in over a cup of coffee

It wouldn't be Vienna if a trip didn't end with a cup of coffee. Cooperation partner Palais Hansen Kempinski is inviting everyone to let the tour come to a pleasant end with a coffee on the house. Florian Wille, General Manager of the Palais Hansen Kempinski: “Famous musicians are the embodiment of Vienna. The city simultaneously combines its historical legacy with a youthful and modern culture, and our Ringstraße Palais also spans the gap between traditional Viennese charm and contemporary luxury. The architect of our Palais also designed the Viennese Musikverein, where Beethoven was a long time member of the board of trustees. Narrating stories and making them come alive is a central component of our communications as a hotel. I am delighted to be a partner to his project!”

New communication channels for targeted marketing

The Austrian National Tourist Office has already worked for a long time with voice assistants and audio content as part of its campaigns, for instance, the Alexa skill entitled “Audio Stories of Austria”. The Vienna Tourist Board has also developed a comprehensive, interactive voice application on “Beethoven's Vienna” for Alexa and Google Home. Current technological developments in the field of Augmented Reality (AR) and audio content are opening up completely new communication channels in marketing. Consequently, wearables such as Bose Frames offer interesting platforms for the production and transmission of inspirational content.

For iOS, the [#RelatedToAustria – An Audio AR Walk through Vienna](#) app can be downloaded for free from the App Store.

More information on #RelatedToAustria can be found [here](#).

Comprehensive information on the slogan for next year, “Vienna 2020. Capital of Music”, can be found at musik2020.wien.info

How the interactive walk through Vienna works:

- Install the #RelatedToAustria app on your iPhone (a version for Android is not available currently).
- Borrow some Bose Frames in the tourist information office on Albertinaplatz and pair them with your iPhone.
- Allow Ludwig van Beethoven to guide you through Vienna and enjoy a free coffee in the Hotel Palais Hansen Kempinski using the given codeword.
- The entire city tour lasts about one hour.

City tour locations in New York (duration: about one hour):

- BOSE Showcase Store
- Aldo Sohm Wine Bar
- Carnegie Hall
- Alexander Hamilton Monument
- Café Sabarsky

City tour locations in Vienna (duration: about one hour):

- Palais Lobkowitz
- The State Opera
- Theater an der Wien
- Musikverein (Bösendorfer Salon)
- Hotel Palais Hansen Kempinski

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For questions, please contact:

Austrian National Tourist Office
Corporate Communications
Mag. Claudia Riebler
Tel.: +43/1/ 588 66-299
Claudia.riebler@austria.info
<https://b2b.austria.info/us/>

Vienna Tourist Board
Corporate Public Relations
Andrea Zefferer, MSc
Tel.: +43/1/ 211 14-116
Andrea.Zefferer@vienna.info
<https://b2b.wien.info/en>