



# Visual Engines

## City Treasure

A hunt treasure surpassing the traditional guided tours



**Visual Engines s.r.l.**  
www.visualengines.com

*Visual Engines is a company founded by the researchers of the Information Science and Technologies Institute (ISTI) of the National Research Council (CNR) in Pisa, together with Inera Ltd. Visual Engines develops technologies and software products based on automatic visual analysis, search and recognition. Visual Engines offers two products: VeMIR, a SDK to build mobile applications, and VePAIR, a visual retrieval engine to be used on large visual archives. Applications that can be realized by using Visual Engines tools include Smart Access to Cultural Heritage, Smart Tourism, Visual Archives Management, Copyright Infringement Detection, Smart Shopping and Augmented Contents and Advertising. The high level of efficiency and scalability makes it possible to manage a huge amount of data both on powerful servers and on small smart devices such as smartphones and tablets.*



## City Treasure

**City Treasure** is an innovative app that allows you to have a guided tour of the city in an interactive and fun way!

Thanks to the visual recognition technology, you only have to point the camera of your smartphone to the objects of the treasure hunt to trigger actions that make the game immersive and even more exciting.

The game consists of questions about the history, the arts, the culture and the anecdotes of the city of interest, but also of challenges to recognize certain places or monuments, thus taking the tourists and the citizens to discover aspects of the city that are unknown and more exciting than the usual tourist routes.

A race against time! The more places you visit, the more challenges you win, the more points and prizes you win!

### City Treasure is the perfect solution to:

- Promote the most beautiful and unknown places of a city.
- Teach young people while having fun.
- Advertise your store.
- Support events through a traditional game realized in an innovative way.

The hunt makes it possible to **value places** that tourists generally don't visit by creating stages in the most unknown spots of a city.

The hunt can also be used to create **educational paths** for schools and institutions. Thanks to the visual recognition, everything can be object of cultural research and analysis.

It's also possible to sponsor the treasure hunt and include your store in the route. Through a stage inside of your **store** we can promote your products that can be recognized by the app and bought.

The cost for the sponsorship depends on the real number of people in the store that recognized the product to be promoted, and on the number of purchases.

The creation of hunts is guided and easy, so it's possible to create one quickly also to **support events**, fairs and exhibitions.

The hunt will soon be released in Pisa, in collaboration with Walking in The City, and many more cities will follow.

It's possible to customize the hunt for any Italian or international city, and you can both insert the contents on your own and ask Visual Engines and their partners for support to plan and create the hunt that best caters to your needs.

**TAG:** Mobile Tourism, Smart Retail, Mobile Commerce, Advertising, Social Games, Visual Recognition, Augmented Contents

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