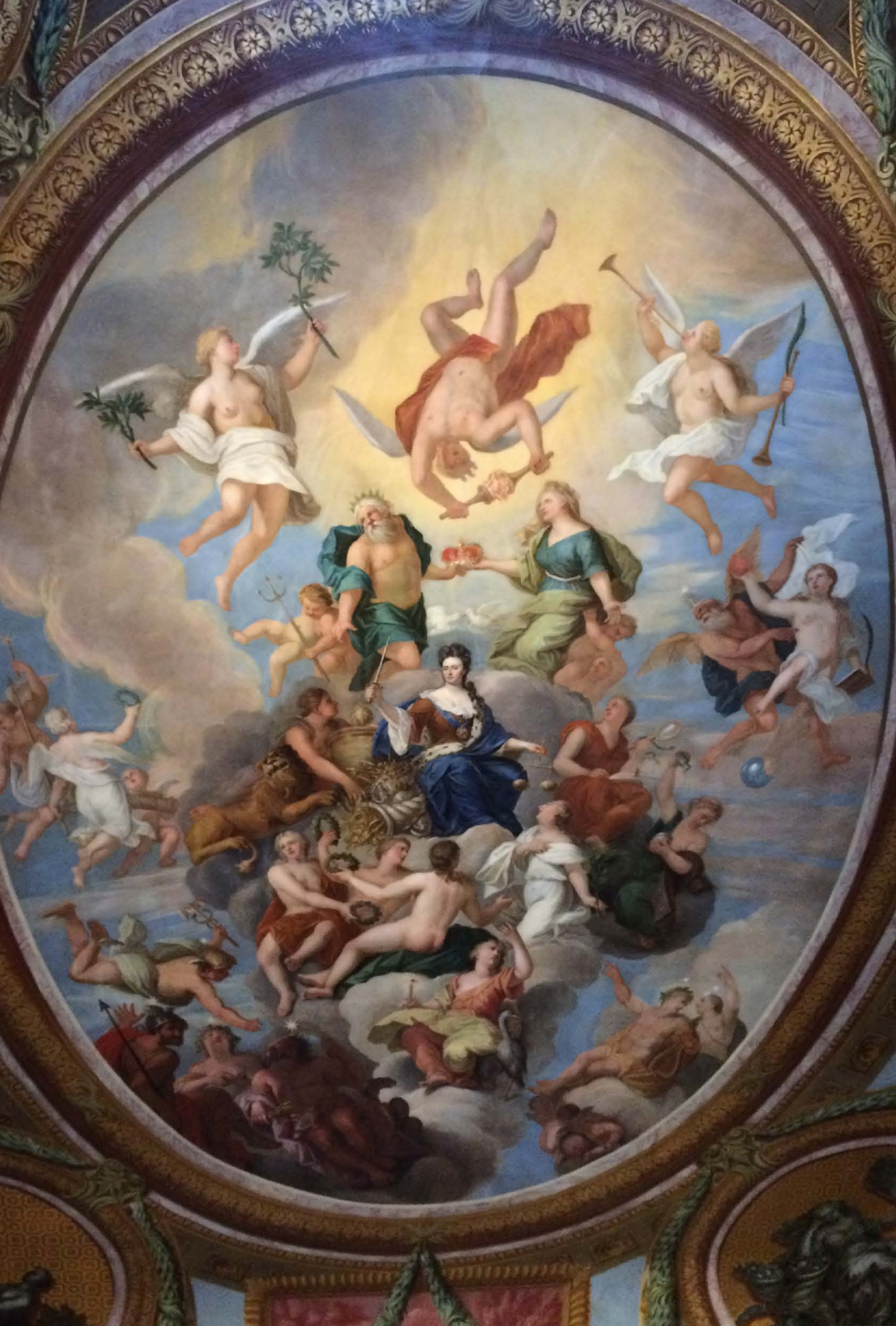




USEEUM
One App for All Museums



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WELCOME

My name is Michael Harrison, and I'm the founder and CEO of Your Heritage Limited. Our goal is quite simple; **To help Heritage and Museum organisations reach new and dynamic audiences through best of breed digital solutions and content.**

In 2020 we acquired exclusive rights to the Useeum App in the UK and Ireland. Useeum has been on a mission to create a joint storytelling and gamification app for museums and historic sites since 2015. They have created one platform for great, app-based museum experiences as opposed to the many different solutions of varying quality which are currently available. Today, a wide range of organisations in Europe and beyond are migrating over to the Useeum platform to enjoy the benefits and synergies of this collaborative concept. Their user base continues to grow year on year, regardless of the COVID-19 pandemic, and Useeum have users in 119 different countries.

We are really impressed with the versatility and ease of use of the Useeum CMS and believe it could be a game-changer for the UK. On top of that, we have sourced some amazing talent to help create fantastic content for our clients. Over the next few pages we will show you why we believe Useeum is the best digital visitor app and why you should consider it as part of your digital strategy.





DOING THINGS DIFFERENTLY

The power of a shared app is only as good as its weakest link. We've really tried to focus on the end user and the quality of content uploaded to our platform. We will work with you to ensure that your trails and guides have that slick professional look that keeps visitors coming back for more. Thanks to our personal approach we can ensure that you're in good company. In that way you'll get the full benefit of a shared platform which has a faithful audience who know what to expect from a Useeum guide. Why settle for fast food when you can have five star dining for the same price or less?

And the secret to any meal is quality ingredients. We are not only able to help you create truly engaging stories and games but the attention to detail within the app means we have best of class architecture supporting your trail and guides. We've worked hard to ensure our app uses as little energy as possible so your visitors can continue to enjoy their day without worrying about battery drain. As the most eco-friendly visitor app on the market there's more than one reason why so many museums and heritage sites are switching to Useeum.

"Story is at the heart of what we do."

When you were at school, how often did you leave a class and tell your friends and family about what you learnt? How often did you sit in a lesson talking about something else? Which lessons did you look forward to? The one where the teacher told you endless facts and figures or the teacher who shared anecdotes, gave real life examples or made lessons fun with games and humour? A digital guide is no different. It should inspire the learner inside us all. It should encourage the visitor to take a closer look and explore their surroundings. To ask questions. And here's a question: Are people engaging with the content or the packaging? Are they mesmerised by the technology or the stories?

For us story is key. How often have you spoken to people about a seminar or conference you've attended? Maybe with a fellow academic? But academics only make up 30% of museum and heritage visitors. Museums cater for a wider range of people, including those who typically face more barriers to engagement. So here's our final question. How often have you spoken to someone about a book, film or TV series you've recently enjoyed? People love stories. Through stories we create empathy. Through empathy we create passion. And with passion we can help you to build a loyal audience.





THE RIGHT SOLUTION

By and large visitors fall into one of five categories:

- **Explorers**—motivated by personal curiosity (i.e. browsers)
- **Facilitators**—motivated by other people and their needs (i.e. a parent bringing a child)
- **Experience-Seekers**—motivated by the desire to see and experience a place (i.e. tourists)
- **Professional/Hobbyists**—motivated by specific knowledge-related goals (i.e. a scholar researching a specific topic)
- **Rechargers**—motivated by a desire for a contemplative or restorative experience

We have various app solutions available for the Museum and Heritage sector to meet the needs and aims of each institution. All trails allow for users to either follow a guided tour or to dip in and out of the app according to their own interests.

Our Experience Trails provide a window into the past, part digital guide, part audio book, and are ideal for the Experience seeker. There is also the possibility to create a game based experience for younger visitors allowing Facilitators to spend more time enjoying the Museum or Heritage site thanks to the boredom busting capabilities of heritage gaming.

PRACTICALITY

A mobile based guide is available to download 24 hours a day, 7 days a week. Plus, thanks to Useeum's intuitive CMS, you are able to create digital exhibitions for people to enjoy at home either for free or as an in app purchase. This means out of season, or during periods of closure, you can still reach a global audience and have a revenue stream. Which other platform gives you the flexibility to offer both a virtual and physical experience?

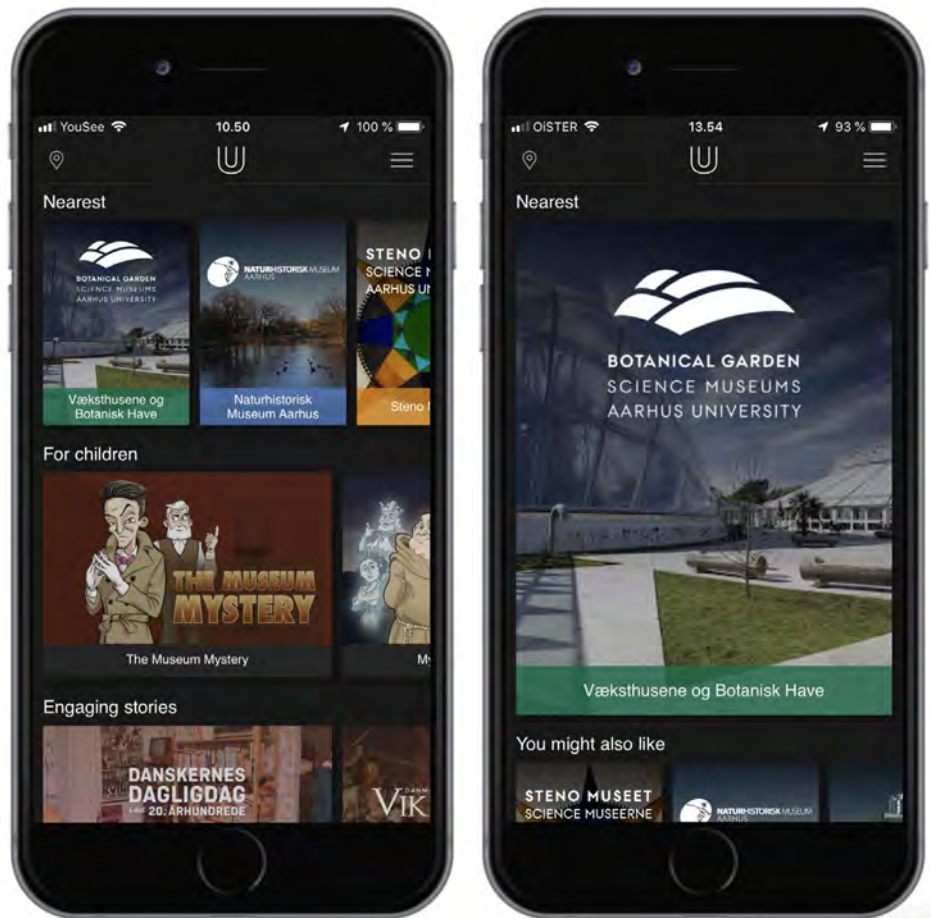
Because the Useeum app is non-intrusive it can also sit alongside any existing visitor experience, guided tour or interactive displays you may already have to offer. It can even be used to actively promote those services directly to visitors or Useeum users exploring your collections from home.

Finally there are the environmental benefits. Digital guides reduce waste and can help lower your carbon footprint. How many times have you had to dispose of out dated leaflets or needed to get some reprinted due to a new developments or an object from your exhibit going out on loan?

With a digital app, changes and updates can be instantaneous and those tiny tweaks or missed typos won't come back to haunt you.



ONE APP FOR ALL



The Useeum app helps Museum and Heritage institutions turn their site into a living museum by offering guides, stories and games through one joint app. The app can be used for site-specific communication in the form of text, images, audio, video, augmented reality or games.

The joint app affords the benefits of cooperative scalability as can be demonstrated by the wide diversity of organisations who are using the platform. This enables cross-marketing and even the possibility to create cross-cutting stories and experiences that link different museums and heritage sites together and motivate users to visit them all.

To the users, this means that they can use one and the same app in various places, making Useeum a highly user-friendly solution as well.

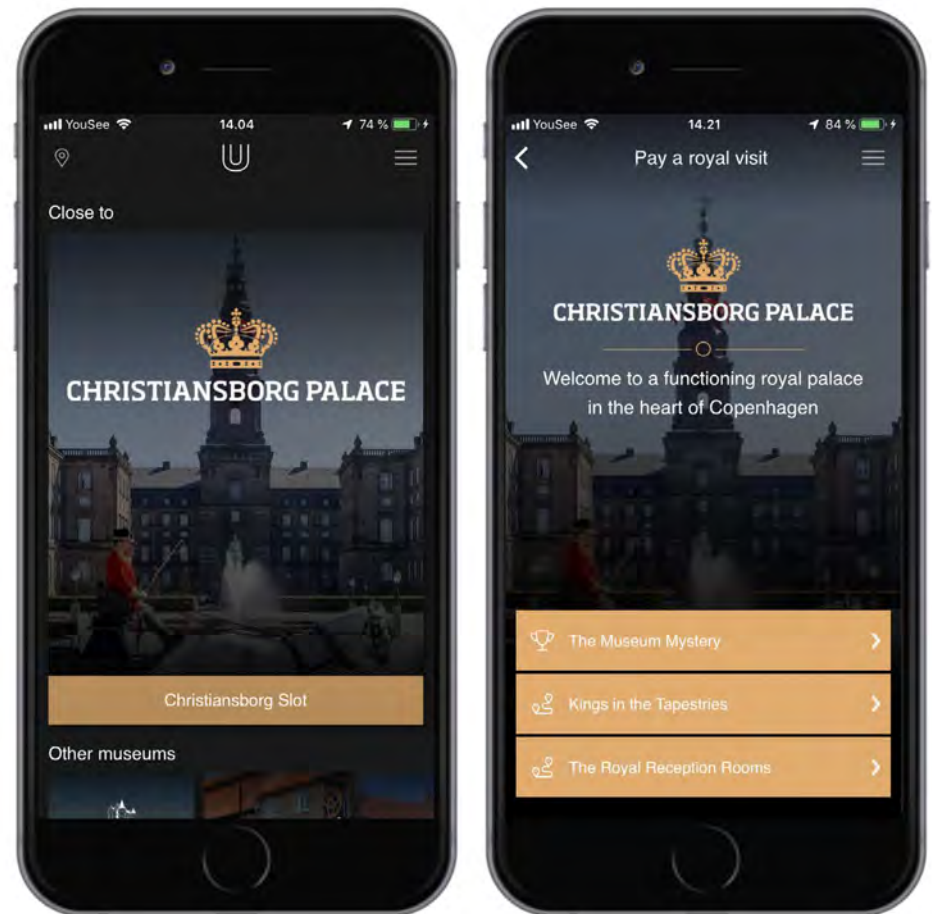
PROFILE DESIGN

In Useeum, all Museums have their own profile, which is designed based on their visual identity. This gives each town the look and feel of their own app along with the many advantages of the joint platform.

The profile is available from the front page of the app with the nearest Museum or Heritage site listed first. If the user is physically located close to the Museum, the profile screen is enlarged for easy access.

It is also possible to set up special interest groups on the app so that visitors can see which other Museums or sites explore the same topic.

Being a part of the Useeum platform can help you attract more visitors. Your site will be visible to Useeum users using the app at one of the other participating towns, sites, museums or galleries, thus alerting them to what your Museum or Heritage site has to offer.



OUTDOOR GUIDE



The visitor's journey can extend beyond the walls of your museum or heritage site. Or perhaps it can bring them directly to your door?

An outdoor guide enables you to connect text, images, audio or video to specific sites in any area and bind the sites together in one continuous story.

The user navigates from place to place via GPS and a map with a visualisation of the story route and the user's position.

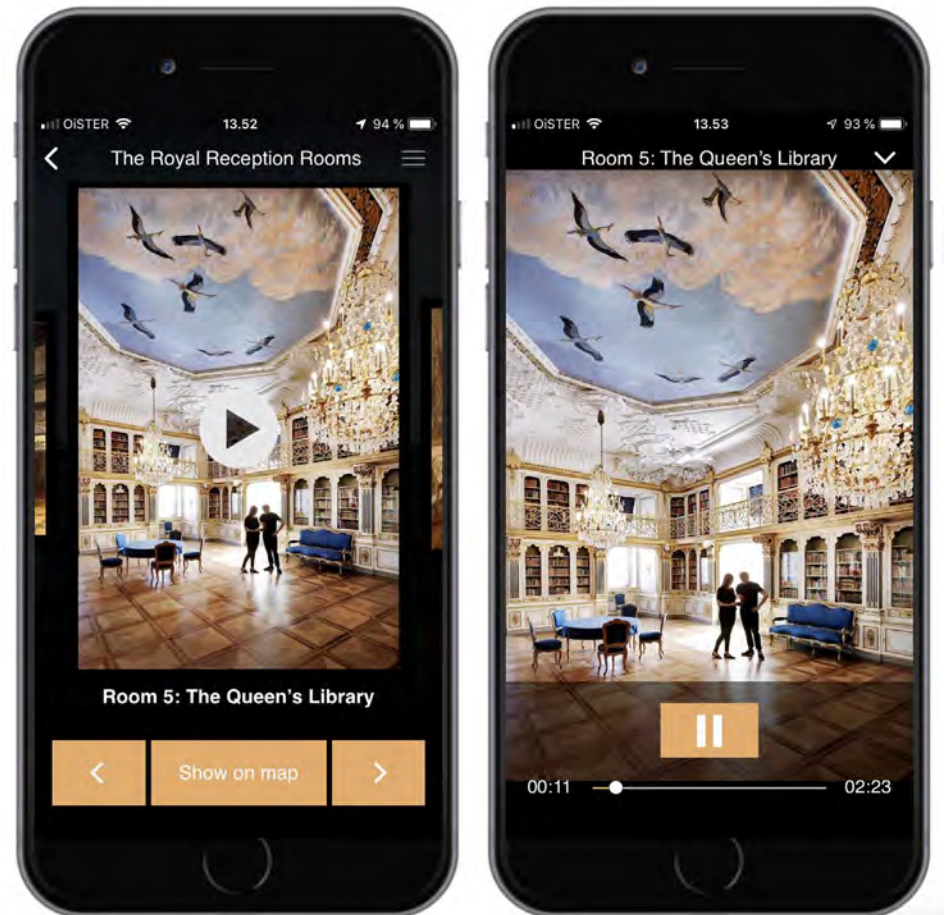
A recent example of an outdoor guide is Nursing HERstories which takes you on a tour to celebrate the hidden women's histories around the Royal College of Nursing's building in central London.

INDOOR GUIDE

Useum enables you to connect selected objects or places in your Museum in a way that creates guides or narratives, thus creating a personalised guide in that location.

A standard indoor guide can include content in the form of text, images, audio or video. The content can be activated through the use of beacons (tiny Bluetooth transmitters), image recognition or number codes, depending on what is most suitable in the given context.

One example of an indoor guide is The Royal Reception Rooms at Christiansborg Palace.



EXPLORER MODULE

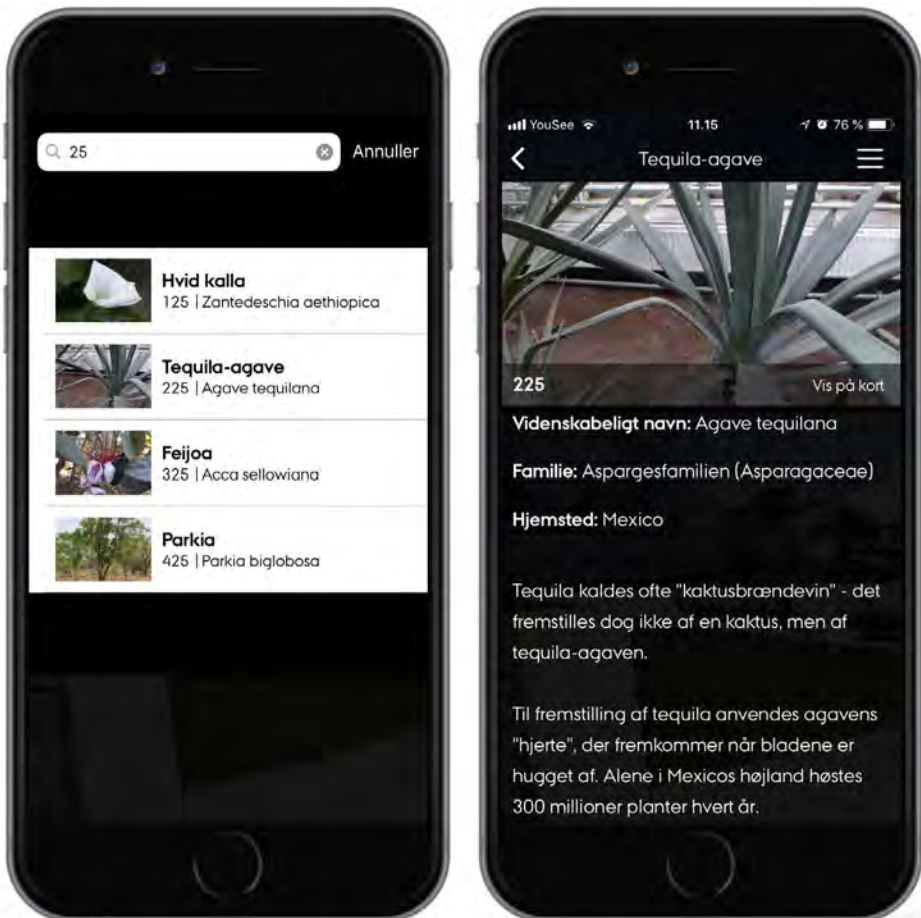
The Useum app contains experiences for everyone – including those who prefer to explore on their own rather than follow a guide.

Our explorer module makes it possible to add content to all objects, rooms, sites, etc. in a museum or heritage site. This enables the user to find information about whatever details catching their attention.

The content can be activated through the use of beacons (tiny Bluetooth transmitters), image recognition or number codes, depending on what is most suitable in the given context.

An example of a solution made with our explorer module is *Find planten* developed for The Botanical Garden and Greenhouses in Aarhus.

Please note: The Explorer Module may incur an additional set up fee depending on the technology required.



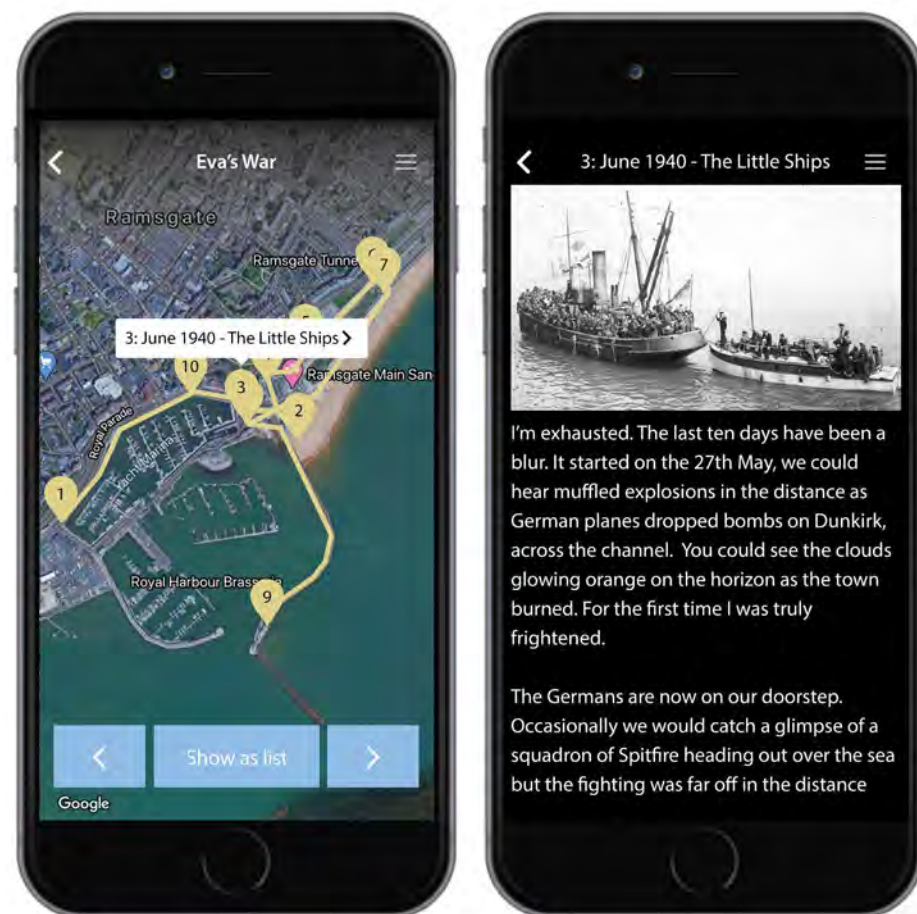
EXPERIENCE TRAILS

For a truly memorable experience we recommend an Experience trail. These transport users back in time as they hear a story unfold as they follow the guide.

Part audio book , part digital tour, we bring together a team of researchers, writers and actors to help tell the story of your town. The trails can be based on historical figures or can be original characters set in the past or present. Fictional characters provide an opportunity to shape the narrative around the sites and exhibits you want visitors to explore.

A good example of this is EVA'S WAR, a story set in World War Two. It was developed for The Ramsgate Tunnels and was based on testimonies from local residents. The trail leads users around the Royal Marina and East Cliff and takes a little over an hour to complete.

If you are interested in an Experience trail please contact Your Heritage to discuss the numerous options available.



THE MUSEUM MYSTERY*



The villain Heidenreich, a greedy and cunning eccentric with a love for priceless cultural treasures, has planned to steal a valuable object from the museum. Professor Blom is on his trail but he needs help solving Heidenreich's tricky puzzles.

To stop Heidenreich, the player must go on a treasure hunt and carefully investigate selected places and objects at the museum.

The Museum Mystery is a game for children (age 6-12) that reaches across museums and can be adapted to all museums. Each mission is a fun and educational experience finished at the current museum.

However, the game continues at other museums, thus motivating the player to visit them all in order to complete all the missions.

The Museum Mystery is one of our most successful games and a great example of how gamification can be used to engage younger visitors and support Facilitators. Custom games are also possible.

*The Museum Mystery is produced by Useeum. Please contact us for pricing.

NEW FOR
2021

REX FACTOR

Who was the greatest British Monarch or all time? It's a tough question to answer. That's why Graham and Ali, the team at REX FACTOR, need your help.

On a fact finding mission in the past, Ali has forgotten where he parked the time machine. Help Graham jog Ali's memory by researching items related to the Monarch at the museum or heritage site. If you can guide Ali back to his time machine he will reward you with a sneaky peek of their 'Fact Finder' book before the REX FACTOR presenters invite you to rate the Monarch in the following categories:

Battleyness – how good they are in battle and warfare

Scandal – their notoriety and tendency towards naughtiness

Subjectivity – how well and justly they ruled

Longevity – how long they ruled for

Dynasty – how many legitimate, surviving children they had

With nearly **5 million downloads**, REX FACTOR remains one of Podbean's most successful history podcasts of all time. Now their playful and humorous take on history has been adapted for the next generation of budding historians in this engaging and educational game.



NEW FOR
2021

RAPSCALLION'S REVENGE



After living in the shadow of his far more successful brothers, Lord RapsCALLION has some scores to settle. He he travels across the land reforming buildings and restyling art work in his own image.

Will you be able to stop Lord RapsCALLION from altering beautiful artifacts and buildings in his vain bid for power and status. Solve *RapsCALLION's Riddles* to find out which object or location he is planning to change and help preserve our medieval heritage for future generations.

In this new App adventure from Your Heritage and Useeum, Lord RapsCALLION will take young visitors on a journey through your medieval heritage site, setting them riddles along the way, to see if they are worthy enough to hear about his latest vanity project.

Like the popular Museum Mystery the game forces players to lift their eyes from the screen 95% of the time, explore their surroundings, and to find specific places and objects in order to complete the game.

A perfect solution for Medieval sites and buildings such as Castles or Cathedrals.

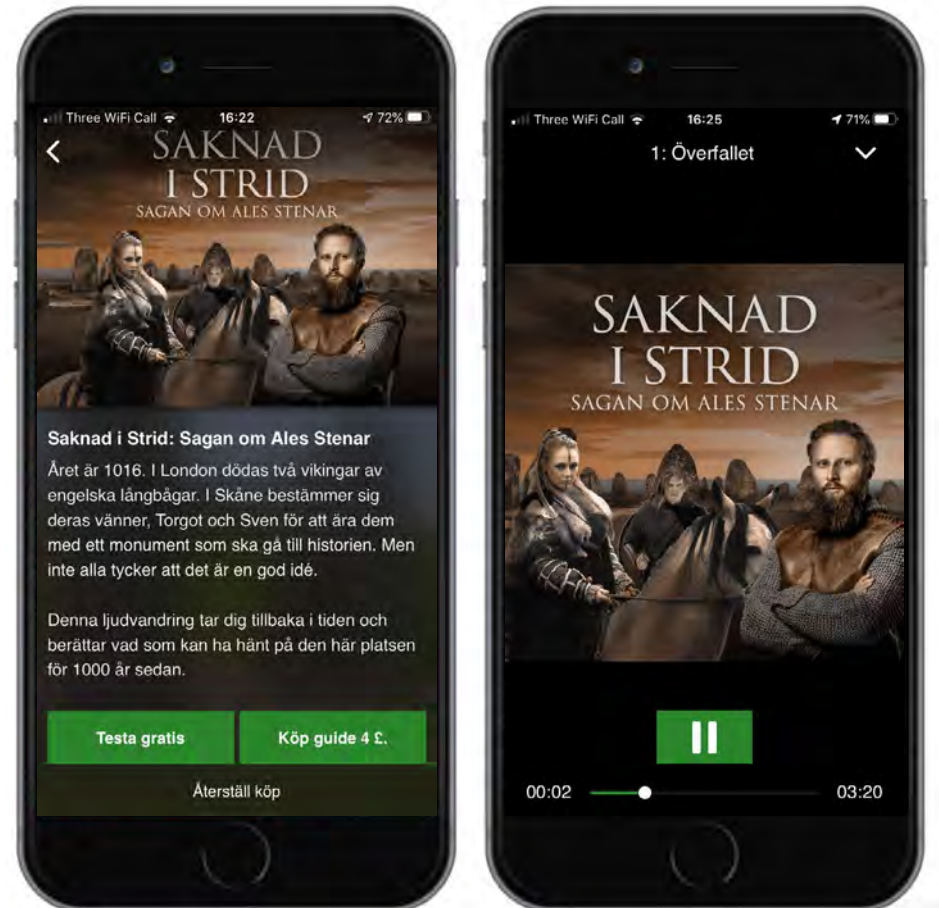
PREMIUM GUIDES

Why not use Useum as a revenue generator?

With premium guides you have the opportunity to charge a fee from the users for accessing the guide. The first stop in the guide will be free to try, so that users can get a taste of the content before deciding to buy.

This is a really popular option with some of our games and the Experience Trails. A premium guide can sit alongside free to access content under the same profile which means you can still offer something for everyone.

If you have very high visitor numbers it may even be possible to take advantage of our Revenue Share scheme. You may even wish to add a voucher at the end of the trail or game so that users can take advantage of a discount or redeem the cost of the app against products in one of your retail outlets.





VOUCHERS

Vouchers are a great revenue-generating feature.

Vouchers lets you reward users for completing a guide or game with a discount in your Gift shop, Café or other retail outlet.

The one-time voucher is saved in the side menu of the app until it is redeemed. It disappears when swiped (for example by a cashier in the shop or ticket office) and, where applicable, could be incorporated in one of your virtual tours to offer Useeum users a discount on entry.

And it isn't limited to your Museum or Heritage site. You may wish to work with a sponsor, other Useeum users or local businesses to take the benefits of our shared platform to the next level.

MAINTENANCE, UPDATES AND SUPPORT

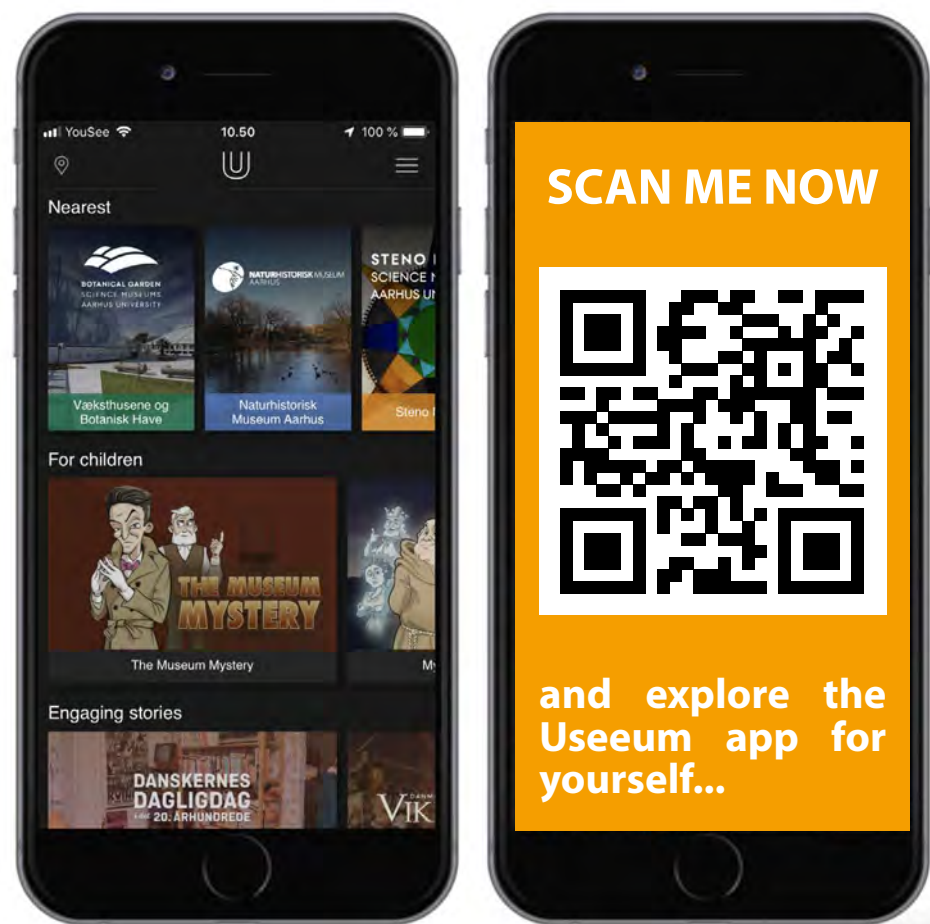
Joining Useeum means joining a platform that is already running smoothly, reliably and cost-effectively.

Since its inception the platform has been updated and modified to make use of emerging technology. In 2020 we released version 4.0. It would simply be too expensive to release this many updates over the same time period for a standalone solution.

Throughout this process Useeum have made extensive efforts to ensure our apps are energy efficient. This reduces the chances of users suffering from 'low-battery anxiety' or having to frequently recharge their device.

We have also attempted to keep downloads as small as possible to reduce download time and to ensure the app doesn't munch away users storage or data.

Since Useeum is a joint app, these costs are shared amongst our many users. This means we can ensure our app evolves with the latest technology on both the iOS and Android platforms. This is all included in your monthly subscription.





MUSEUM and HERITAGE PRICING

Your Heritage have put together four different packages based on the most common scenarios. For many Museums the LARGE MUSEUM offer represents the best value for money, though there is no reason why a small museum can't have a MULTI-SITE subscription or a NATIONAL GROUP a SMALL MUSEUM subscription.

If you need support designing your museum and heritage trails, would like us to create new content, require assistance with research and/or outreach programmes, or if you are considering other digital solutions for your institution (including websites, digitisation or standalone app solutions) please contact us for details.

SMALL MUSEUM

£135 / month

- ✓ **1** Free Profile
- ✓ **Free Tutorials**
- ✓ **1** Indoor Guide
- ✓ **1 GB** storage
- ✓ **£50 pcm** Per additional Guide
- ✓ Town Guides from **£50 pcm**
- ✓ Voucher set up **£500**

LARGE MUSEUM

£250 / month

- ✓ **1** Free Profiles
- ✓ **Free Tutorials**
- ✓ **5** Indoor Guides
- ✓ **2 GB** Storage
- ✓ **£30 pcm** Per additional Guide
- ✓ Town Guides from **£35 pcm**
- ✓ Voucher set up **£350**

MULTI-SITE

£750 / month

- ✓ **5** Free Profiles
- ✓ **Free Tutorials**
- ✓ **20** Indoor/Outdoor Guides
- ✓ **5 GB** Storage
- ✓ **£20 pcm** per additional Guide
- ✓ Town Guides from **£30 pcm**
- ✓ Voucher set up **£200**
- ✓ **10% Discount** on Premium apps

NATIONAL GROUP

Call for pricing

- ✓ **10+** Free Profiles
- ✓ **Free Tutorials**
- ✓ **Unlimited** Guides
- ✓ **10 GB** Storage
- ✓ Town Guides from **£25 pcm**
- ✓ Voucher set up **£50**
- ✓ **20% Discount** on Premium apps
- ✓ Free Museum Maps





MYSTERIET PÅ HAMMERSHUS
The Mystery of Hammershus | Das Mysterium von Hammershus

En skattejagt for hele familien

- 1 Hent appen Useem
- 2 Vælg Hammershus
- 3 Start Mysteriet om Hammershus

Spillet koster 45 DKK (gratis prøveversion)

A treasure hunt for the whole family

- 1 Download the app Useem
- 2 Select Hammershus
- 3 Start The Mystery of Hammershus

The full game costs 45 DKK (free trial version)

Eine Schatzsuche für die ganze Familie

- 1 Hol dir die Useem App
- 2 Wähle nun Hammershus
- 3 Starte Das Mysterium von Hammershus

Das Spiel kostet 45 DKK (kostenlose Testversion)







PREMIUM APP PRICING

Premium apps really help to make a guide stand out and offer an unparalleled experience for users. These professionally produced trails and games are more expensive to produce as they are custom built solutions. The cost of development can either be passed on to the end user or paid for by the Museum or a Sponsor.

Option 1: Pay to Use*

Your Heritage cover all development costs. The Museum agrees to put up signage and include the app in their general marketing and website. The Museum will then receive a percentage of the NET revenue (after VAT and fees to Google/Apple) after development costs are fully recovered.

Option 2: Revenue Share*

Your Heritage and the Museum split the development costs 50/50. The Museum will then receive 50 percent of the NET revenue (after VAT and fees to Google/Apple).

Option 3: Indie

You may want to use a Premium app specifically as a revenue generator. In this case the Museum would pay for the cost of development but would receive all the NET revenue (after VAT and fees to Google/Apple) from in app purchases. This is a great option if you have been awarded funding or have a project sponsor.

*The Pay to Use and Revenue Share models are subject to a feasibility assessment.

FEEDBACK

We worked with Useeum on a tour to celebrate the hidden women's histories around the RCN building in central London. The process was very straightforward, and Useeum were always helpful and responsive to any queries or suggestions we had. We're really happy with the end result, and have been promoting it to users who can't visit us in person, as well as an extra offer for those who take a tour of our building.

– Sarah Chaney, Events and Exhibitions Manager // Royal College of Nursing

We are extremely happy to work with Useeum. Their app works perfectly both regarding the user experience and in terms of development. [...] We never have to worry about all the heavy stuff like updates, coding etc. We look forward to working with Useeum again.

– Cathrine Blaabjerg, Event & Marketing Coordinator // Egeskov Castle





Your Heritage Ltd are proud to be an exclusive reseller of the USEEUM app in the UK and Ireland
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