

# TALES OF THINGS

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iPhone App

Felix Bogdan Dondera



# WHAT IS 'TALES OF THINGS' ?

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# What is Tales of things ?

- Wouldn't it be interesting to find out the story of the antique jewelry you bought from the flea market ? Or to find out the history of a street corner not marked on the tourist map ? How about writing about your comic book collection before selling it on e-Bay ?
- What if objects and places could tell you their story ? What if you could add your own story ?
- Tales of things is a platform that allows you to link media to objects or places using small printable tags.
- Part of a bigger project that aims to make objects communicate with each other.



# Features

- Scan a QR Code and view details, tales and media linked to the scanned object.
- View the associated media links using the embedded browser.
- Add your own tale to the object and optionally link it to a YouTube video captured from your phone.
- Automatically upload location details of where the object was found and scanned.
- Link text, pictures, videos or sounds to any object or building.
- Create a mini-blog for an object or building.
- Others can read the blog and add content to it.



# WHAT IS THE RELATIONSHIP WITH CULTURAL PURPOSES ?

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# Relationship to culture

- Add stories to objects, contributing to their history.
- You can tag buildings and places.
- Learn about the history of an object or place.
- Preserve history and culture.
- Add value to objects.
- Track items through time and space.



# Add stories to objects, contributing to their history.




- The story of your great-grandfather's watch



# You can tag buildings and places


## Preserve history and culture

▼ Capturing the Past Thu 22 Apr 2010



**Banksy Maid Camden**  
Recorded for Talesofthings.com to show how the Banksy used to look before someone at the council decided to paint over it. There is a qrcode on the wall

The panorama was captured in front of the Chambermaid stencil by the artist Banksy, created in May 2006, on the wall of the Roundhouse in Camden. According to the Camden New Journal Article the maid is a portrait of Leita who worked in a Hotel in Los Angeles.



**Banksy Camden Town**

**Keywords:** Banksy, art, architecture

Banksy Maid - Now sadly painted over

- Created: Thu 22 Apr 2010
- Last modified: Thu 22 Apr 2010
- Last Viewed: Sat 10 Nov 2012

**Peoples Interactions with This Thing**


- Number of Scans: 70
- Last Scanned: Thu 11 Oct 2012
- Number of Geo Tracks: 9

**Map View**

0

vodafone UK 3G 11:58

Add your tale Last Scanned



**Banksy Camden Town**

Banksy Maid - Now sadly painted over

**Capturing the Past**  
The panorama was captured in front of the Chambermaid stencil by the artist Banksy, created in May 2006, on the wall of the Roundhouse in Camden. According to the Camden New Journal Article the maid is a portrait of Leita who worked in a Hotel in Los Angeles.

Libbey Cambell the newly

Scan Tag Tales Settings About

- Chambermaid by Banksy before being painted over by the council of Camdon





# Add value to objects



- **Oxfam Shelflife** project; objects with attached stories had increased sales



# Other examples



# HOW THE USER CAN CONTRIBUTE WITH CONTENT

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# How the user can contribute with content

- After scanning the code, users can add their own content. This includes:
  - Pictures
  - Movies
  - Sounds
  - Text
  - Links to webpages
  - Geographical position

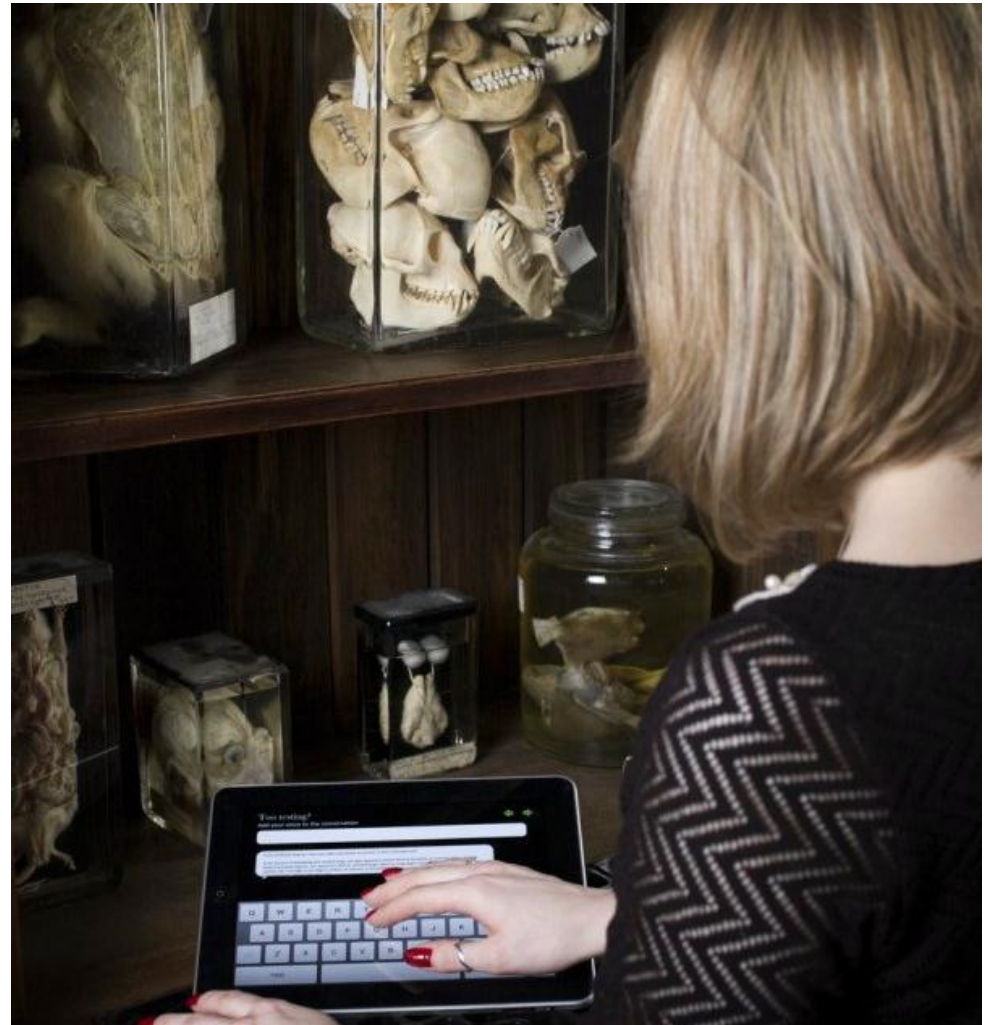




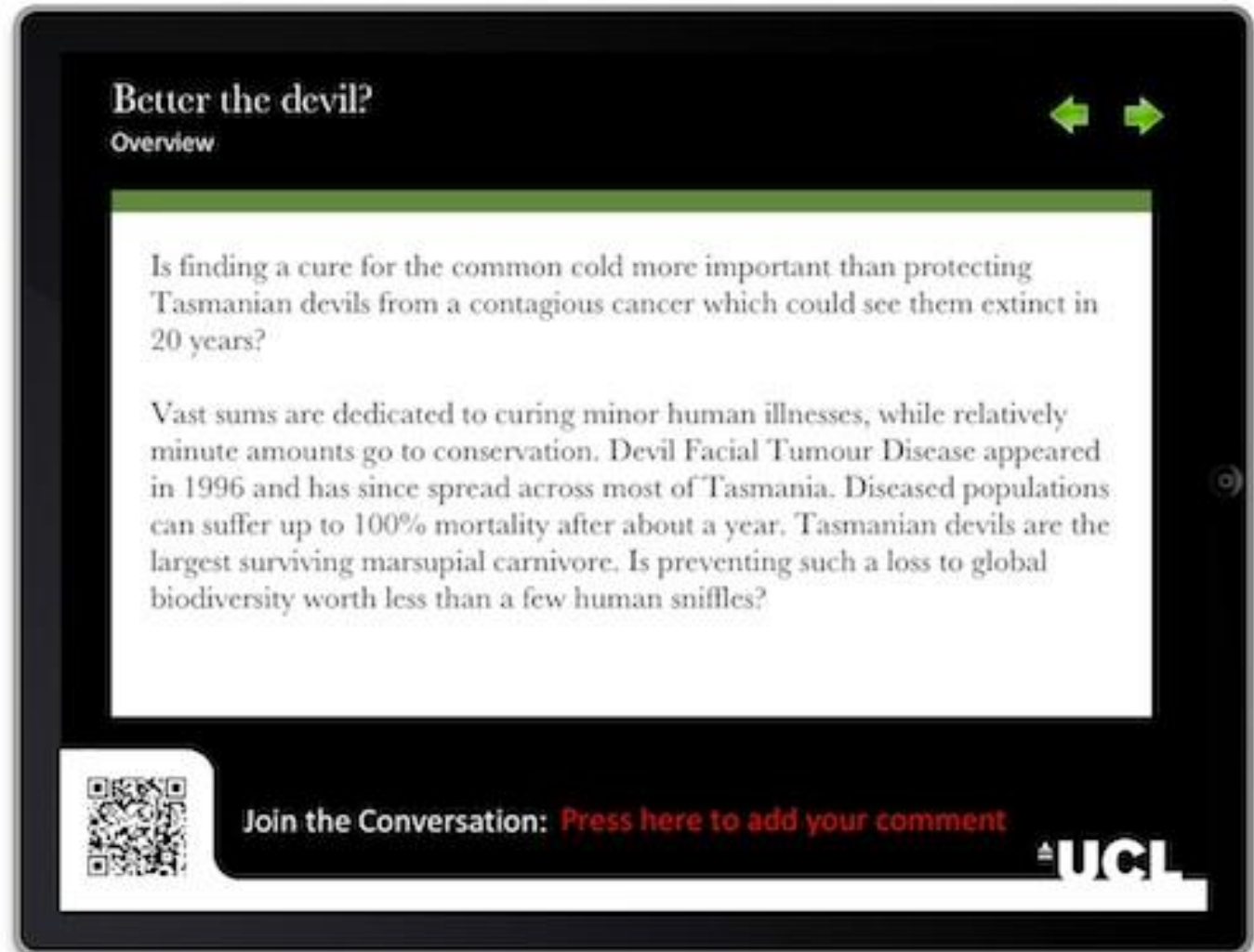
## How the user can contribute with content

### The QRator project

QRator allows visitors to type in their thoughts and interpretations of museum objects and click 'send'. Their interpretation becomes part of the object's history and ultimately the display itself via the interactive label system to allow the display of comments and information directly next to the artefacts.



## QRator project at Grant Museum of Zoology



# QRator at Grant Museum of Zoology

- Since QRator's debut at the Grant Museum in November 2011:
- Over 4300 visitor contributions have been made;
- 1 in 3.35 of the total visitors have chosen to contribute on one of the QRator iPads;
- And over 80% of the contributions were either on topic to the question posed or about the museum itself.



# HOW DO YOU USE IT ?

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# How do you use it ?

- Login to the 'Tales of things' website
- Print blank QR codes
- Take a photo of the object
- Scan the code
- Add a story, movie or sound recording
- Put the sticker on the object so that others can scan it
- Geo located automatically
- Receive Twitter feeds about the object



# Login to the 'Tales of things' website

The screenshot shows the homepage of the 'Tales of things' website. At the top, there is a logo with two goldfish and the text "it's a memory thing" and "tales of things beta". To the right of the logo is a login section with fields for "Username:" and "Password:", and a "Login" button. Below the logo is a dark blue navigation bar with a search bar labeled "Search things, tales and groups" and several menu items: "tales of things", "my things", "world of things", "scan a thing", and "groups". A large blue banner below the navigation bar contains the text "Connecting anything with any media, anywhere!" and a paragraph explaining the website's purpose: "Wouldn't it be great to link any object directly to a 'video memory' or an article of text describing its history or background? Tales of Things allows just that with a quick and easy way to link any media to any object via small printable tags known as QR codes. How about tagging a building, your old antique clock or perhaps that object you're about to put on eBay?". To the right of the banner is a yellow box with the text "Sign up and start sharing your tales" and "It's free and anyone can join". Below the banner, there are three tabs: "Latest Things", "Recently Viewed", and "Popular Tales". Under "Latest Things", there are six items, each with a thumbnail image and a title: "Schlafplatz" (Added by waldspueren), "Futterplatz" (Added by waldspueren), "WaldspuerenA-Fu..." (Added by waldspuerenA), "WaldspuerenA-Ve..." (Added by waldspuerenA), "Euele" (Added by waldspueren), and "Kaefer" (Added by waldspueren). To the right of the items is a "Learn More" link. At the bottom right, there are two promotional boxes: "For iPhone and Android" with an "App Store" button, and "Powering Oxfam's Shelflife" with an "Oxfam Shelflife" button. A video player is also visible above the promotional boxes.

Username:

Password:

Login

Search things, tales and groups

tales of things my things world of things scan a thing groups

**Connecting anything with any media, anywhere!**

Wouldn't it be great to link any object directly to a 'video memory' or an article of text describing its history or background? Tales of Things allows just that with a quick and easy way to link any media to any object via small printable tags known as QR codes. How about tagging a building, your old antique clock or perhaps that object you're about to put on eBay?

**Sign up and start sharing your tales**  
It's free and anyone can join

**Latest Things** Recently Viewed Popular Tales

**Schlafplatz**  
Added by waldspueren

**Futterplatz**  
Added by waldspueren

**WaldspuerenA-Fu...**  
Added by waldspuerenA

**WaldspuerenA-Ve...**  
Added by waldspuerenA

**Euele**  
Added by waldspueren

**Kaefer**  
Added by waldspueren

**Learn More**

For iPhone and Android  
Available on the iPhone  
**App Store**

Powering Oxfam's Shelflife  
**Oxfam Shelflife**



# Print blank QR Codes



The screenshot shows the 'tales of things beta' website. At the top, there's a navigation bar with a search box and links for 'tales of things', 'my things', 'world of things', 'scan a thing', and 'groups'. A user is logged in as 'felixd'. Below the navigation bar, a blue banner reads 'Connecting anything with any media, anywhere!' and explains the service. To the right, a yellow box says 'Add Your Thing and Share its Tales It's Fast and Simple'. The main content area has tabs for 'My Things', 'My Tales', 'Print QR Codes', and 'Blank Tags'. The 'Print QR Codes' section explains that users can create up to 10 blank QR codes. Below this, there's a dropdown menu to select the number of QR codes (set to 10) and a 'Create QR Code(s)' button. Four QR codes are displayed, each with a unique tag: 'tgA9M2C5luw', 'oXuOLxE0RKk', 'nurzx6v10MU', and 'eaH8GGLbBak'. Each QR code has a 'delete blank tag' button underneath it. The footer contains contact information, a list of partner universities, and a Twitter follow button.

tales of things beta

Welcome felixd Log-out

Search things, tales and groups

tales of things my things world of things scan a thing groups

**Connecting anything with any media, anywhere!**  
Wouldn't it be great to link any object directly to a 'video memory' or an article of text describing its history or background? Tales of Things allows just that with a quick and easy way to link any media to any object via small printable tags known as QR codes. How about tagging a building, your old antique clock or perhaps that object you're about to put on eBay?

**Add Your Thing and Share its Tales**  
It's Fast and Simple

**My Things My Tales Print QR Codes Blank Tags**

You can create up to 10 blank QR Codes, adding the ability to 'tag' things while you are out and about. Simply scan one of these QR Codes with the Tales of Things iPhone client (updated version coming soon) to add new things.

Select the Number of QR Codes you want to create (Account Limit is 10) Create QR Code(s)

Tag: tgA9M2C5luw Tag: oXuOLxE0RKk Tag: nurzx6v10MU Tag: eaH8GGLbBak

delete blank tag delete blank tag delete blank tag delete blank tag

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A collaboration between: Brunel University, Edinburgh College of Art, University College London, University of Dundee, University of Salford.

twitter follow us



# Scan the code



# Take a photo of the object





# Add story

Vodafone.de 17:58

Cancel Next

Enter a title for your object:

Schiller-Goethe Denkmal In Weimar

Enter a tale for your object:


The original monument is in Weimar. Four exact copies can be found in San Francisco, Cleveland, Milwaukee and Syracuse.

Enter optional keywords (comma separated):

Goethe, Schiller, Weimar, monument

Vodafone.de 17:59

Back Done



Add photo


Year of creation (e.g. 1950): 1857

Year of ownership (e.g. 2003): 2012

Make object private: OFF

Vodafone.de 18:03

Add your tale Last Scanned



**Schiller-Goethe Denkmal In Weimar**



Schiller-Goethe Denkmal In Weimar  
The original monument is in Weimar. Four exact copies can be found in San Francisco, Cleveland, Milwaukee and Syracuse.  
Nov 10, 2012

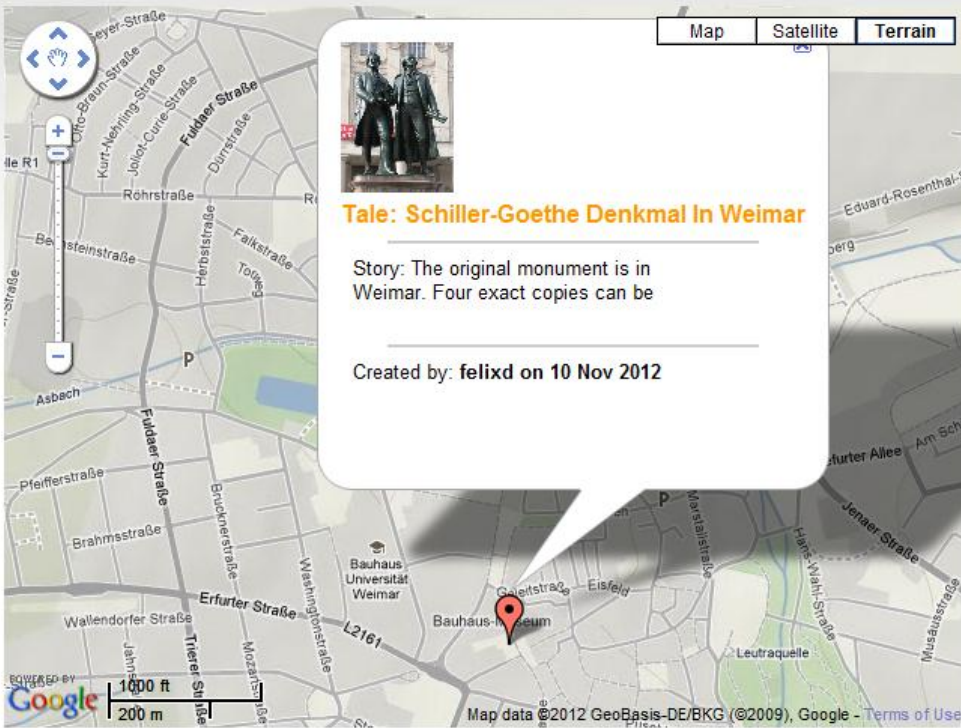
Link to content

Scan Tag Tales Settings About

# Geo location added automatically

**The World of Things**

 Location of first tale  
 Location of additional tales  
[Back to overview of this thing and all its tales](#)



**Tale: Schiller-Goethe Denkmal In Weimar**

Story: The original monument is in Weimar. Four exact copies can be

Created by: felixd on 10 Nov 2012

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A collaboration between: Brunel University, Edinburgh College of Art, University College London, University of Dundee, University of Salford.



# MY IMPRESSION

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# My impression

## Things that work

- Good idea, in theory
- Clean, easy interface
- Side projects (QRator, Shelflife) are succesful

## Things that need improvement

- No clear instructions on how to use it
- Requires the use of the website
- People usually just add pictures of household objects
- Hard to find QR codes



# TECHNICAL SPECIFICATIONS

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# Technical

- A collaboration between: Brunel University, Edinburgh College of Art, University College London, University of Dundee, University of Salford.
- Part of a bigger project that aims to make objects communicate with each other.
- Designed for iPhone and iPad
- More info at

[www.talesofthings.com](http://www.talesofthings.com)



App's Name + Version:	<b>Tales of things 2.2.2</b>
Type (Museum, Guide, Travel, Game, etc)	<b>Object blogging</b>
Operational System (OS) (Android, iOS, Windows, Web)	<b>iOS</b>
Minimum screen-resolution required	<b>480x320</b>
Minimum OS version required	<b>4.0+</b>
Native or Web-app	<b>Native</b>
Free or Paid (and how much)	<b>Free</b>
Where it is Available:	<b><a href="https://itunes.apple.com/gb/app/tales-of-things/id366964873">https://itunes.apple.com/gb/app/tales-of-things/id366964873</a></b>

