

《STREETMUSEUM LONDON》

+

《STREETMUSEUM LONDINIUM》



# Keywords about app

street hot spot

history

video

old photo



guide map

interactive

augmented reality

# Operational System



# Significance

it is hoped

Intuitive  
Anytime

Anywhere

history & city learning

# CONNECTION

with

**Mobile culture**

&

**Urban spaces**

mobile software  
history and culture

mobile culture

urban spaces

background is city  
navigation with GPS

**Visible and Invisible**

# Visible Part of Application

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Icon  
Interface  
Button  
Video  
Picture  
Animation effect

# Invisible

software program

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
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# Guidebook

《STREETMUSEUM LONDON》

Characteristics: Simple



[facebook.com/LadyGeekTV](https://facebook.com/LadyGeekTV)

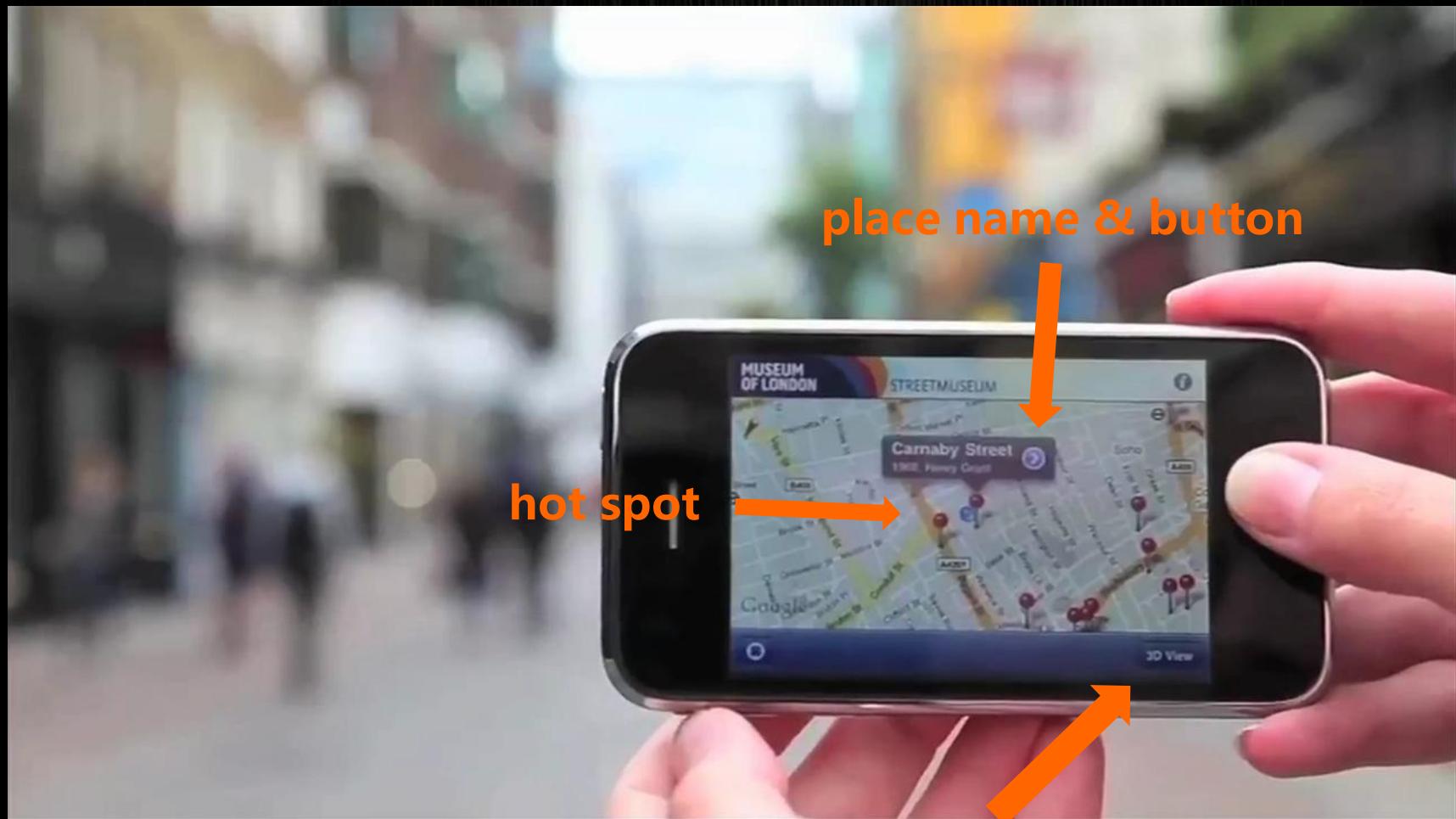
Software Icon



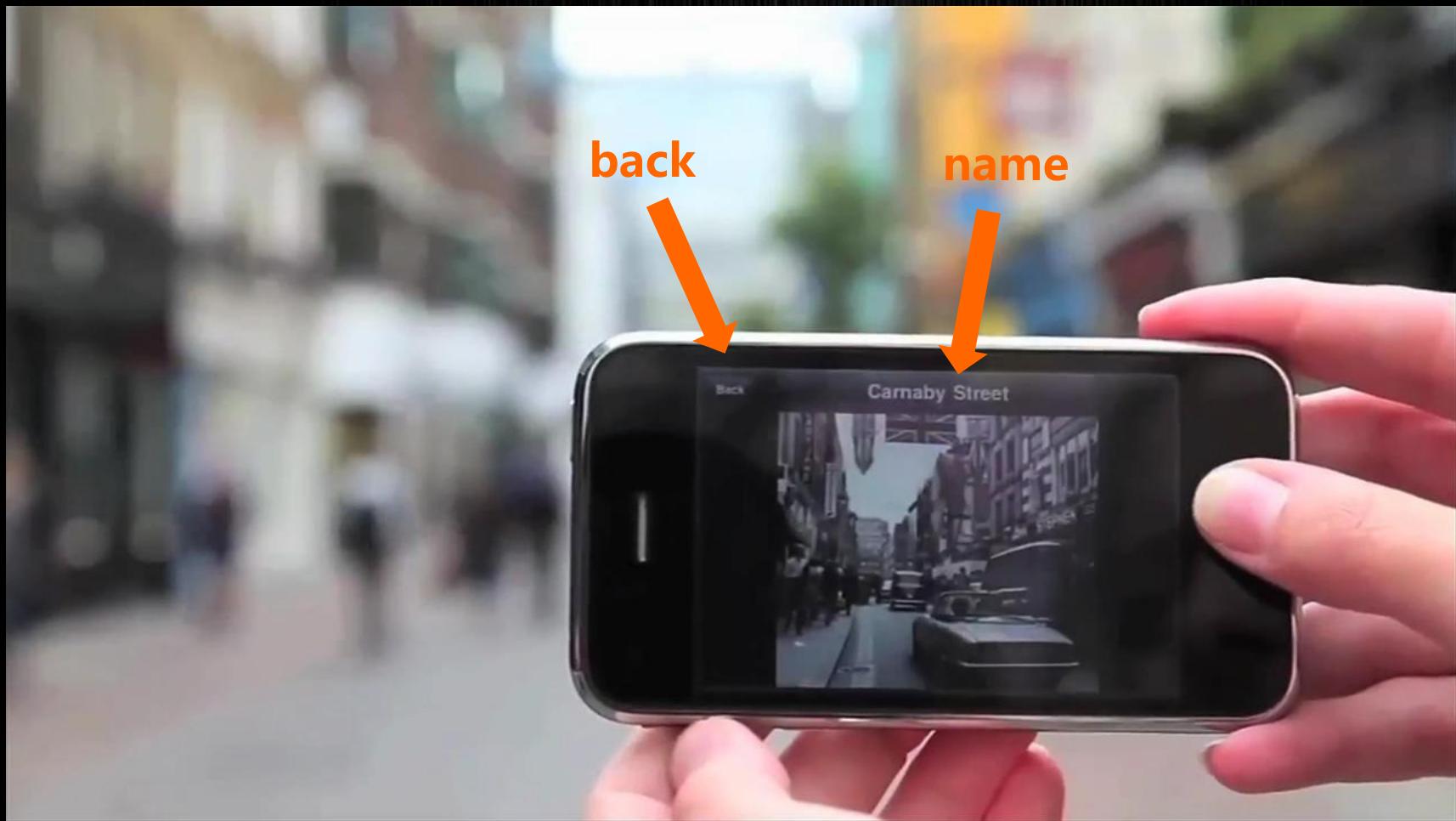
Initial Interface



User Interface



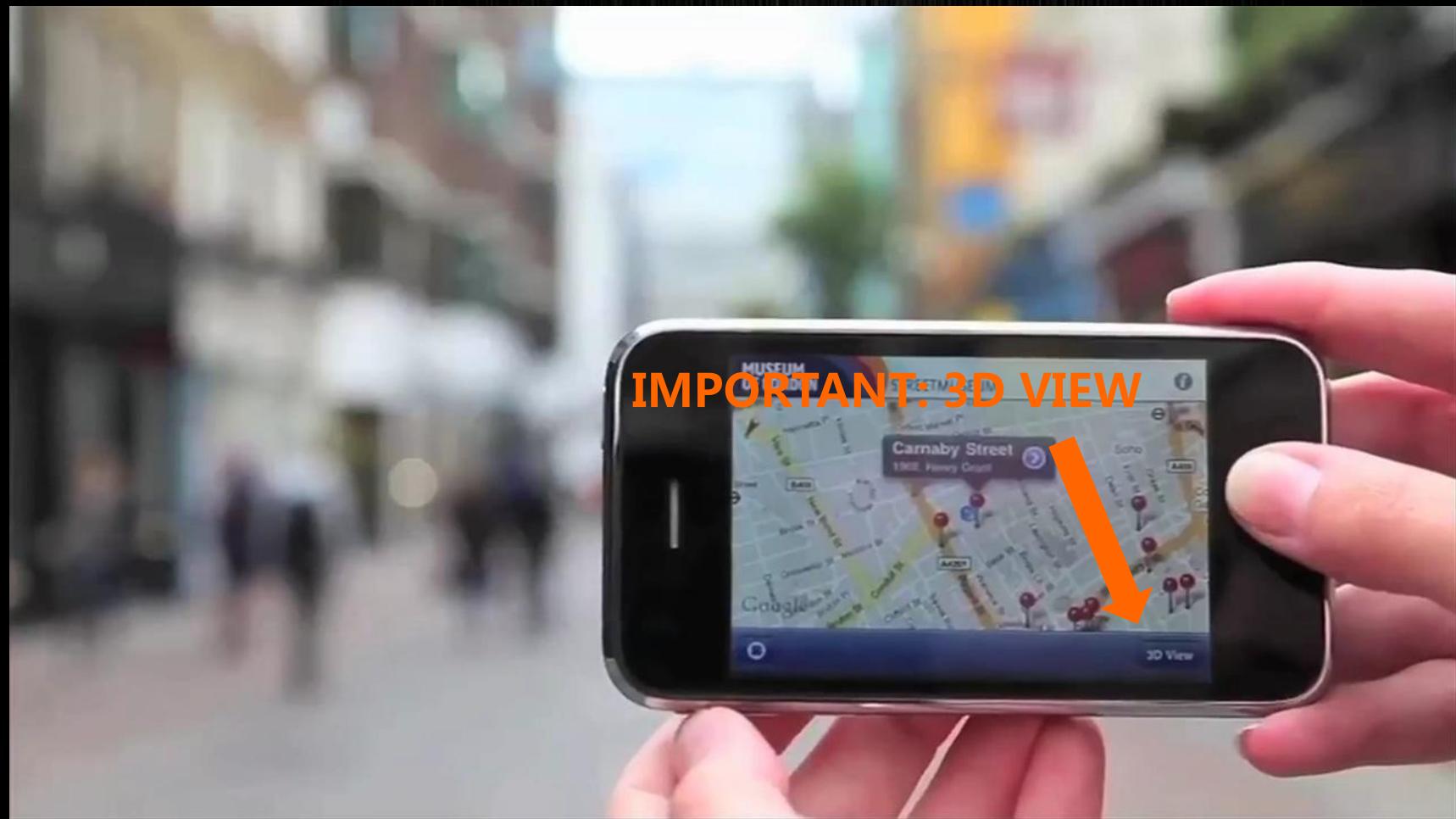
Google Map



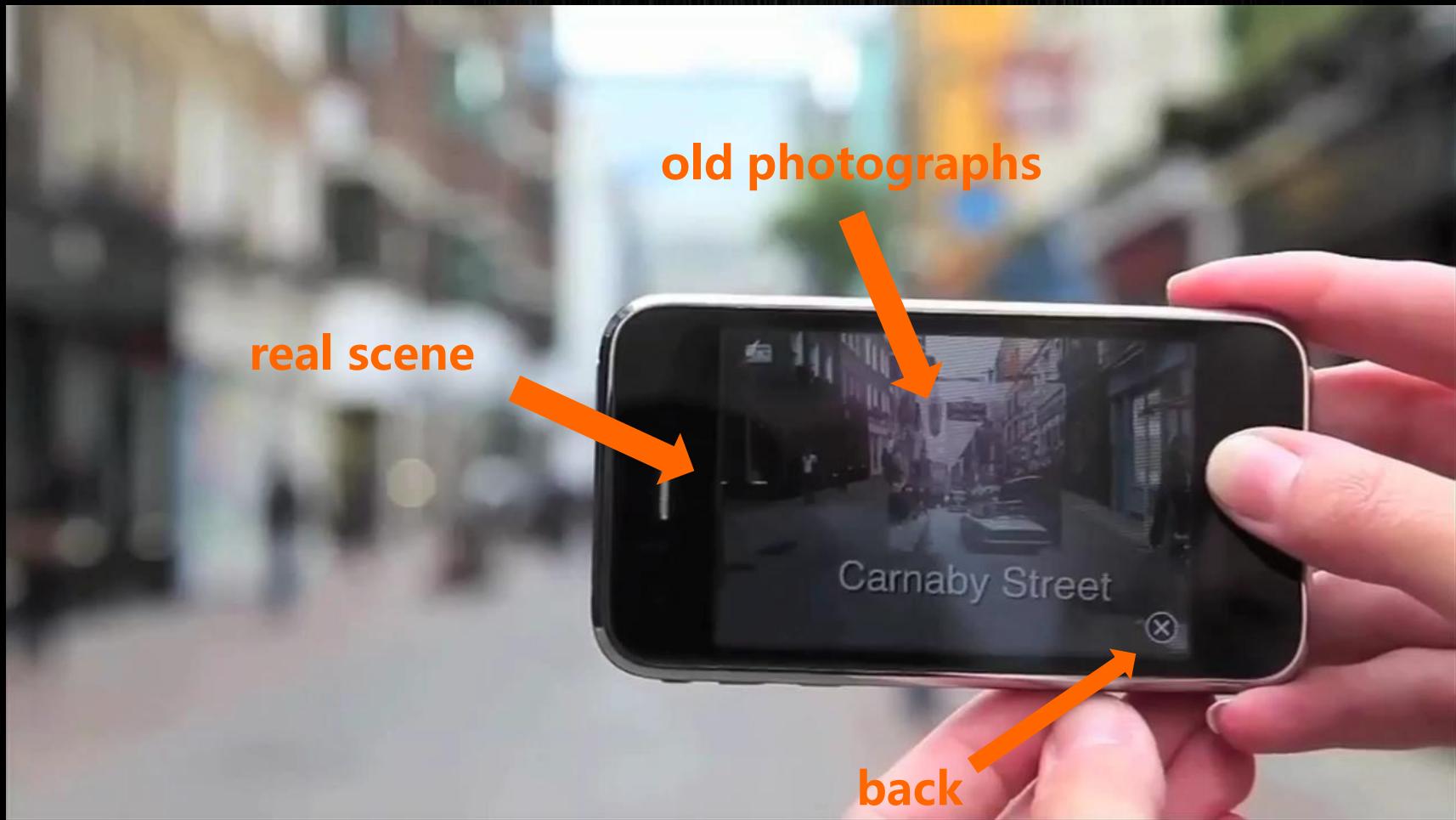
Photograph



Introduction



Google map



Augmented Reality











every picture tells a story.

“ ”

*Simple is best !*

**2  
GEN**

《STREETMUSEUM LONDINIUM》

Characteristics: **Gorgeous**

GORGEOUS

IS

interactive game  
best tour route  
timeline  
internet  
video  
share

Gorgeous



Complex



IPDA

IPHONE

The new features was  
added in the second  
generation of  
"streetmuseum"



# Timeline

MUSEUM OF LONDON STREETMUSEUM LONDINIUM

Use your finger to scroll the timeline to the left

AD 50

The Romans create Londinium, some 7 years after the invasion of Britannia in AD 43.

[SKIP INTRO >](#)

MUSEUM OF LONDON STREETMUSEUM LONDINIUM

Use your finger to scroll the timeline to the left

AD 50

7 years after the invasion of Britannia in AD 43.

The city is almost unrecognisable, existing Walbrook stream. Traders and speculators are yet to be built forcing the

[SKIP INTRO >](#)

MUSEUM OF LONDON STREETMUSEUM LONDINIUM

### Welcome to Streetmuseum Londinium

Explore Roman Londinium and reveal the hidden city beneath your feet by navigating through the present day and ancient maps of London using the icons below.

**PRESS THE RED PINS**

Watch video recreations of Roman London, view images of Roman landmarks as they might have been, or listen to the sounds of life in Londinium.

**VIEW THE ROMAN MAP**

Use the slider at the bottom of the screen to gradually hide or reveal the map of Roman London over the modern map of the city.

**PRESS THE PURPLE PINS**

Excavate and collect artefacts using the unique virtual dig tool or by blowing on your microphone, then share your finds with friends on Facebook and Twitter.

**WALK THE GREEN LINE**

Take a walk through Londinium, starting at the Museum of London. Follow the green line for a tour of today's visible Roman remains.

See London from a different point of view.

[EXPLORE >](#)

MUSEUM OF LONDON STREETMUSEUM LONDINIUM

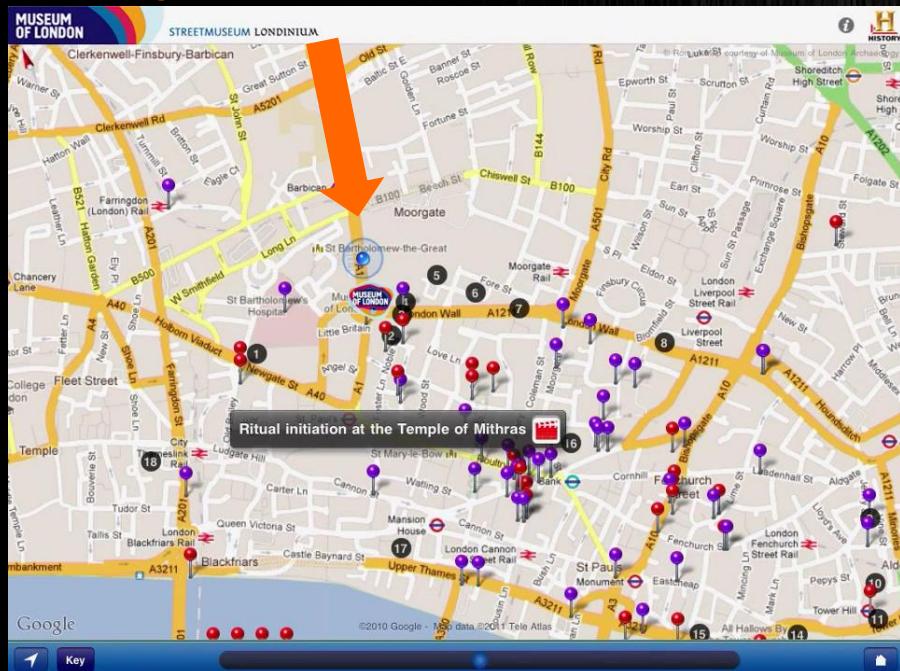
**TODAY**

Sections of the Roman city wall are still visible to this day, while remains of the amphitheatre can be seen in situ at the Guildhall Art Gallery.

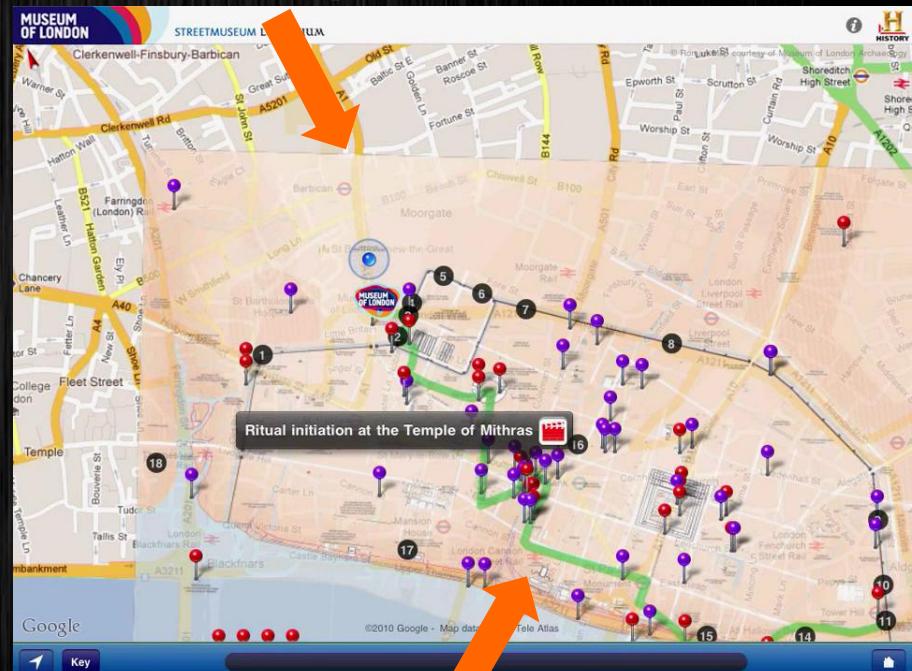
[SKIP INTRO >](#)

**Best Route**

**you are here**



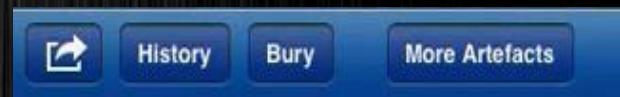
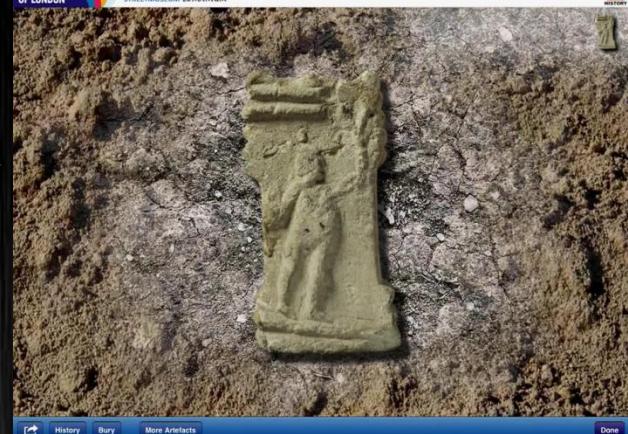
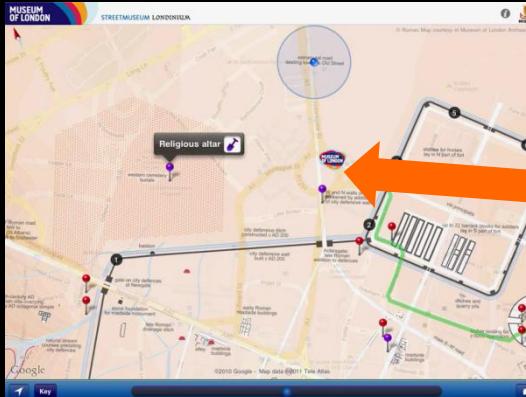
**ancient map**



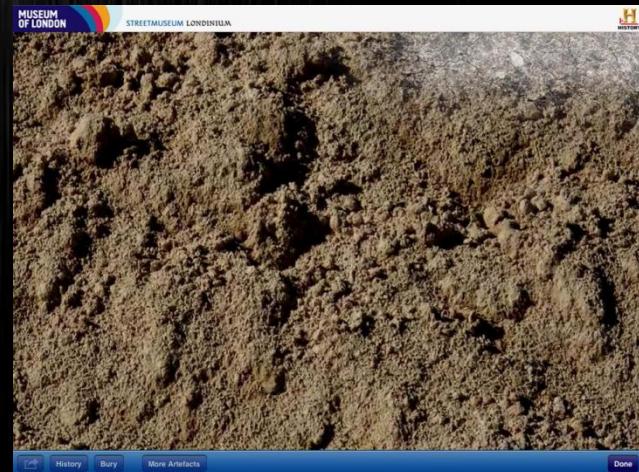
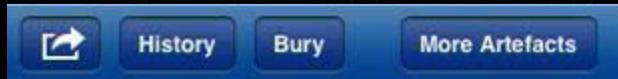
**control transparency**

**best tour route**

# Interactive Game



# Internet



**Internet & Share**

MUSEUM OF LONDON

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MUSEUM OF LONDON STREETMUSEUM LONDINIUM

Religious altar  
Found at St Bartholomew's Hospital in the 19th century.  
A small altar depicting a crudely-carved figure of the god Mercury, who wears a winged helmet. Used for making small sacrifices, this altar came from the western cemetery near today's Fleet Street. Roman Londoners were required by law to bury their dead outside the city.

Museum of London

History Bury More Artefacts Done

MUSEUM OF LONDON STREETMUSEUM LONDINIUM HISTORY

Facebook Twitter

History Bury More Artefacts Done



**Video & Audio**



# Mandatory Table

Itens	Answer
App' s Name + Version	Streetmuseum London Streetmuseum Londinium
Type (Museum, Guide, Travel, Game, etc)	Guide, Travel, Game
Operational System (OS) (Android, iOS, Windows, Web)	iOS, Android
Minimum screen-resolution required	Fixed on 320 x 480
Minimum OS version required	iOS 3.1, Android 1.3
Native or Web-app	Native
Free or Paid (and how much)	Free
Where it is Available (URL or market link)	Google play, Apple app store

# THANK YOU !

Liang Chen