



Silwana Infotech
Investing into Innovation

CASE STUDY

Building an Interactive AR-VR Application for Dubai Culture & Arts Authority

Country

UAE

Domain

IT Services



CHALLENGE

Dubai Culture & Arts Authority was established in 2008 as a key entity promoting Dubai's cultural sectors as well as nurturing and sponsoring its cultural, historic and heritage assets. The Authority manages the city's prominent heritage monuments, museums, and public libraries.

Given its responsibility to generate awareness and interest in Dubai's cultural, historical, and heritage assets, the client wanted to inspire more and more visitors to include Dubai's museums and historical sites in their itineraries. Their aim was to make anyone's first brush with Dubai's cultural authority an interesting and engaging experience along with making the museum visits more immersive and engaging for modern visitors. And they wanted to incorporate the latest AR and VR technologies to accomplish these goals.

SOLUTION

Silwana Infotech team started the project with a design thinking methodology. We did extensive research and conducted online surveys to understand the problems of the users and collected data to form the basis of our design. We ideated and developed an application that utilized the power of AR-VR technologies to provide visitors with the opportunity to take virtual interactive tours where they could see the museum exhibits, galleries, events and other attractions in the best possible quality. 360 Degree images, iBeacon views and augmented objects would allow users to feel like they are really next to them. Along with these features, the application had all the necessary features such as user login using a UAE pass, a trip planner, and information on all cultural attractions in Dubai, including maps, directions, working hours, contact details, etc.

OUTCOMES

After a successful launch, the app gradually became a source for visitors to connect with Dubai Culture & Arts Authority and get easy access to a wealth of information regarding the cultural and historical hotspots and even lesser-known attractions in and around the city. The app has been downloaded by thousands of visitors and received rave reviews and appreciation for its interactive feel, easy-to-navigate interface, and features.

A Snapshot of Results

- Increased visitor engagement
- Better promotion for Dubai Culture & Arts Authority
- Enhanced visitor experience
- Better visitor satisfaction, leading to increased profits
- 24/7 access from Android and iOS-supported smartphones

Want to Build an AR-VR Application for Your Business?

Get in touch with us today!

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About Silwana Infotech

Silwana Infotech is a market-leading name in global IT services. With headquarters in Dubai, UAE, development centre in India, and presence across 7+ locations, we are spearheaded by a leadership team comprising industry expert, business-technical analysts, and subject matter experts with far reaching experience of more than 2 decades.

Our comprehensive IT services range from software development, product engineering, infrastructure services, and solutions based on emerging technologies like AI, BI, IoT, Blockchain, AR-VR etc. to digital marketing, content creation and resource augmentation. Our technology products include ERP, HRMS, CRMS, and various industry-specific solutions.

As a complete IT partner for enterprises and businesses, we harness advanced technologies to conceptualize, develop, and implement innovative products and solutions that make lives easier. We are proud to be your partner in success!



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