

Digital Transformation @ the Grand Egyptian Museum

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The Grand Egyptian Museum

Egypt

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Introduction



Introduction

- Gem is the first of its Kind in Egypt
- Breaks traditional museum boundaries
- Offers an engaging and interactive experience
- Vested in inspiring future generations
- Cultural Platform and Destination
- Thriving creative landscape
- Largest addition to the global heritage landscape
- Set to open this year, creating excitement

The GEM

Colleciton



LEGACY
HASSAN ALLAM HOLDING COMPANY

The GEM Collection

- Largest Museum Dedicated to Ancient Egypt
- 700,000 years of history
- Spans Prehistoric Period to Roman Empire
- Curated by Themes and Trails
- Grand Hall, Colossal statues
- Grand Staircase, Royal journey
- Main Galleries, 18,000 sq. meters of exhibits
- Tutankhamun Galleries, 6,000 artifacts displayed

Egypt

Going Digital

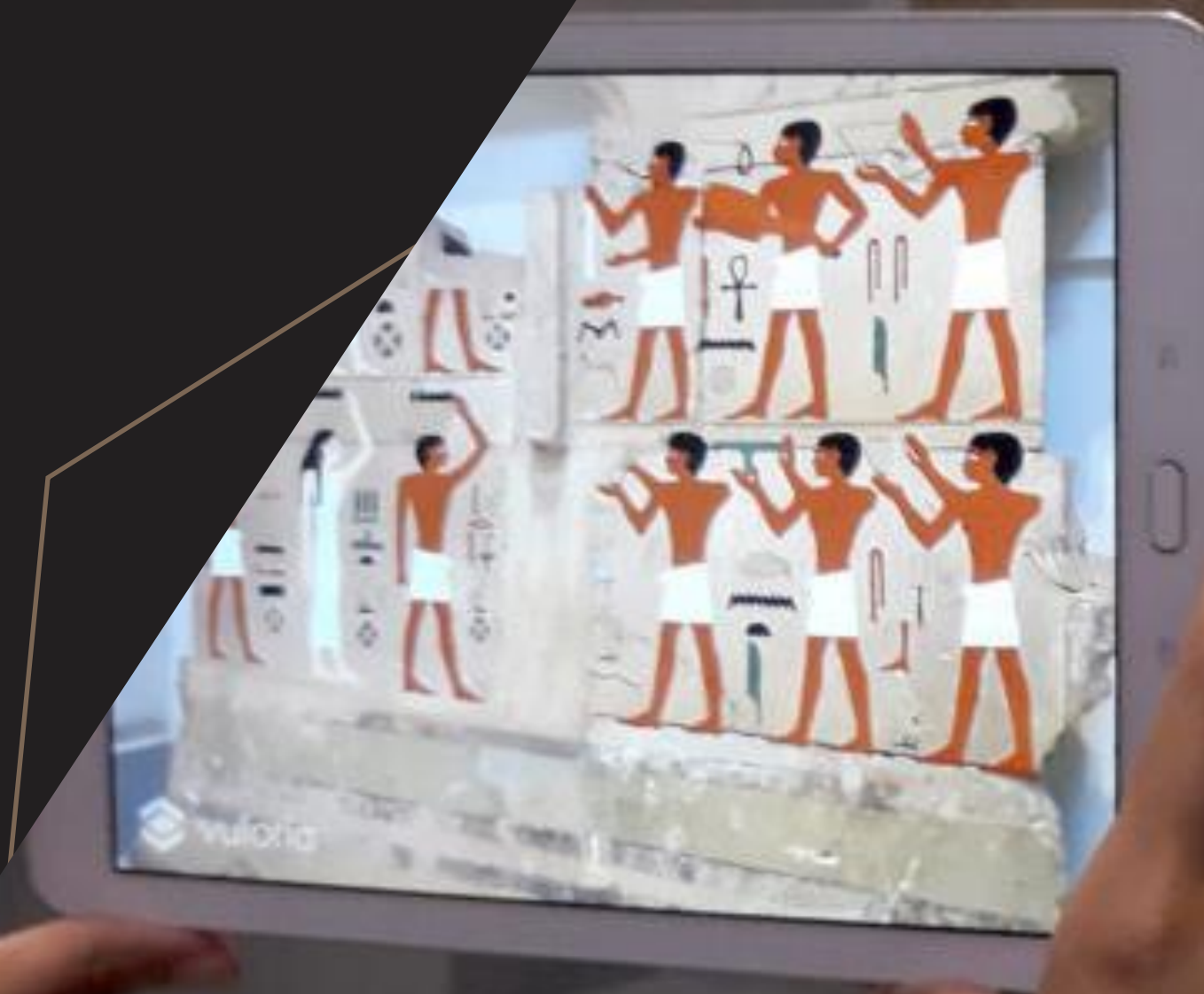


Egypt Going Digital

- Modernizing the Tourism Sector
- Cashless, fully online booking system
- Seamless exploration of Egypt through technology
- Engaging Younger Generations
- Digital storytelling, AR/VR installations
- 3D reconstructions of artifacts
- Bringing Egypt's cultural tourism into the future

Digital Activations

@ the GEM



Digital Activations @ The GEM

- Immersive Experiences
- AR, VR, Mixed reality in halls
- 3D itineraries for events (literary, artistic, etc.)
- Online Reach
- VR walkthroughs, digital collections, premium online events
- New standard for cultural engagement both on-site and online

Using Technology

to Engage the Young



Using Technology to Engage the Young

- Children's Museum
- Tech-based edutainment and gamification
- STEM education programs linked to Egyptian themes (coding, robotics, etc.)
- Learning Through Technology
- VR, AR interactive experiences
- Instills pride and reignites interest in Egyptian heritage

Temporary Exhibitions

@ the GEM



Temporary Exhibitions @ The GEM

- Flexible and Adaptive
- Offers limited-duration shows
- Engages with current events and new discoveries
- The Immersive Exhibition
- Tutankhamun's story brought to life with digital projection mapping
- Tailored for diverse audiences with Instagrammable moments

The GEM

Audioguide



The GEM Audioguide

- Supplement to In-Person Guides
- Multilingual support, AR, VR integration
- Tailored experiences, interactive features
- Content Management System (CMS)
- Regular updates, data-driven improvements
- Shared content across Egypt's museums for greater accessibility

Accessibility & Inclusivity



Accessibility & Inclusivity

- Inclusive Design
- Audioguides in multiple languages
- Sign language options, audio descriptions, and screen-reader compatibility
- Children's mode for playful learning

Industry Engagement & Challenges



Industry Engagement & Challenges

- Engaging Tour Guides
- Tour guides contributing content to the audioguide platform
- Creating new growth avenues for guides in the digital realm
- Future Prospects
- AI-powered audioguide with interactive features
- Enhancing visitor experiences while maintaining historical accuracy

Conclusion



Conclusion

- Reimagining Egypt's Legacy
- Harnessing technology to enhance museum experiences
- Re-establishing Egypt as a leader in the heritage-tech dialogue
- Breathing new life into Egypt's rich cultural treasures

Thank You..