From museums to everywhere: Nubart’s highly innovative audio guides are looking for new verticals

**Fact Sheet**

**Project information**

Nubart7

Grant agreement ID: 855968

![Project website](#)

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<th>Start date</th>
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<td>1 February 2019</td>
<td>31 July 2019</td>
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Funded under:

- H2020-EU.3.
- H2020-EU.2.3.
- H2020-EU.2.1.

Overall budget:

€ 71,429

EU contribution:

€ 50,000

Coordinated by:

DIGITAL TANGIBLE SL

Spain

**Objective**

85 % of museums in Europe are currently not providing an audio guide service to their visitors due to the high expenses and maintenance they require.

Digital Tangible SL, founded in Barcelona, developed in 2016 an innovative audio guide concept named "Nubart" to allow even small and medium museums to offer a profitable audio guide. Visitors use cards with unique codes to stream the content directly to their smartphone, not having to download any app.

Thanks to Nubart’s Light Weight Content Protection (LOCP) technology, the access to the content is protected, making the audio guides commercially profitable, securing the user's privacy and protecting licensed digital content. Neither expensive maintenance nor other troubles are involved.

But most importantly: Nubart audio guides also provide rich usage data and visitor’s feedback that traditional competitors are unable to register, allowing the museum to develop new commercial strategies to attract more visitors by improving its exhibitions. And the cards are a nice collectible item for visitors, who can also access the content at home after the visit.

Since the launch of Nubart in 2016 we manage to get 18 customers (mostly museums) in 7 countries. Now that our product is market-validated in the museum sector in Europe, it is time for us to look for new verticals, unleashing the power of audio guides by bringing them out of museums to natural parks, real-estate, cruises... SME-Instrument phase 1 will help us to identify the most suitable new verticals and new technological requirements.
Field of Science

/Engineering and technology/electrical engineering, electronic engineering, information engineering/information engineering/telecommunications/mobile phone

Programme(s)

H2020-EU.3. - Priority 'Societal challenges

H2020-EU.2.3. - Industrial leadership - Innovation in SMEs

H2020-EU.2.1. - Industrial leadership - Leadership in enabling and industrial technologies

Topic(s)

EIC-SMEInst-2018-2020 - SME instrument

Call for proposal

H2020-SMEInst-2018-2020-1

See other projects for this call

Funding Scheme

SME-1 - SME instrument phase 1

Coordinator

DIGITAL TANGIBLE SL

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Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

EU Contribution

€ 50 000

Contact the organisation

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