

UEFA EURO 2016: the City of Paris offers two innovative apps for tourists

UEFA EURO 2016 is Paris' wonderful opportunity to innovate in welcoming and guiding the spectators. During the competition, several new solutions will be deployed through mobile applications. These apps will be presented to the media on Tuesday morning and will help people discover Paris differently, in a cultural and entertaining way.

Paris wants to be a true “open-air laboratory” for start-ups from all around the world by enabling them to experiment innovative solutions regarding smart cities on the public area. With nearly 3 million visitors expected, UEFA EURO 2016 embodies an amazing opportunity to innovate in the fields of reception and public information and orientation. The City of Paris has launched a call for projects on the topic that has resulted in the set-up of several new solutions.

“Our goal mainly consists in providing the visitor with a gratifying and pleasant experience, while giving him or her accessible and reliable information” underlines Jean-François Martins, Deputy Mayor of Paris for Sports and Tourism.

The call for tenders, launched by the City of Paris and Paris&Co and directed to the start-ups, enabled the creation of two new innovative apps for tourists: “Paris Explore + Le Marais” and “Paris Enigme”. Available in several languages, these apps will help improve and facilitate tours of the city.

Paris Explore+ Le Marais

Developed by uBleam, “Paris Explore + Le Marais” helps the visitor discover and find his/her bearings in Le Marais neighbourhood in a new original way, through augmented reality. The app works with about a hundred “smart logos” put up on the walls, doors and plates of the area, enabling people to find their bearings and get information about the 35 points of interest (churches, houses, museums and other remarkable places of Le Marais). Based on augmented reality, the app offers a playful interaction by directly showing the information on the logo, previously scanned using tablets and smartphones.

Paris Enigme

The “Paris Enigme” app helps the visitor discover Paris' treasure in a fun way, from Concorde to the Garnier Opera House. Through two tours imagined by Furet Company, this app makes the tourists stop for entertaining moments on sculptures, monuments, hidden street art works, bucolic places, etc. They can then get some information about these places that makes Paris' incredible

cultural heritage, through little games such as “spot the difference”, puzzles, spatial orientation or image superimposition. Both tours are organised around 15 points of interest and punctuated by a major innovative technology that immerse you in a 360° view of the Louvre in the 1600’s and the Place de l’Opéra in 1780.

About the companies

Furet Company is a Parisian start-up created in 2010, specialised in editing mobile apps enabling interactive and immersive visits of the sites and territories of the French heritage. With more than 150 online games and 400,000 downloads, Furet Company covers many places: Chateau de Versailles, Louvre Abu Dhabi, Corderie Royale of Rochefort, Musée de la Grande Guerre in Meaux...

Ubleam is a start-up from Toulouse, specialised in augmented reality on smartphones. With its IoT (Internet of Things) platform and its “bleams” – true smart logos to scan in augmented reality – Ubleam offers solutions at once for product manufacturers, production plants or professional equipment, particularly in tourism.

Download the apps

Paris Enigme app is already available on the App Store and on Android, and Paris Explore+ Le Marais on Android.

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