



Press release

Tourismus in Web 2.0

Infotainment for tourists through location based scavenger hunts

Zurich/Luzern, 31. May 2010. Through smartphones and mobile Internet, tourists easily can access information about their whereabouts. The location-aware application Gbanga in cooperation with the IMI University Center Luzern developed a virtual scavenger hunt for the open-air museum Ballenberg.

Tourists require information when they visit places they are not familiar with. Besides traditional methods, mobile space becomes more and more important and accepted as information provider. Location-based technology is able to provide relevant data that changes according to the tourist's current location.

Mobile phone as an entertaining and involving information source in tourism

*"Our students love technology and we see it as our responsibility to support that. Since we train our students for management positions it is key to observe and recognize future trends and include them in the schedule. Augmented Reality and location-based services will shape the information supply for tourists. For the project in Ballenberg we have chosen Gbanga as partner since they ideally fit our needs in combining **education, entertainment and tourism** on one platform. The event in Ballenberg gave proof and added value to the theme park added through digital accessible location based information,"* says Lukas Ritzel, Lecturer at IMI University Centre, TEDx Speaker and Affiliate Professor at Grenoble Graduate School of Business.

The scavenger hunt in Ballenberg

Gbanga set up a mixed-reality scavenger hunt for 100 students with riddles to solve. Starting and a certain spot in the park, the students had to **solve a riddle to get the hint for the next question**. Certain spots in the park were defined through GPS coordinates and as soon as a player got nearby, he received an in-game question on the mobile phone. The solution to the riddle can be found somewhere nearby – in reality, e.g. in an inscription plate on a wall. After typing-in the correct answer, the player automatically receives a hint where to go next. By completing the tour, the students came across all major highlights and gathered interesting historical information about the buildings in the park in an easy accessible, immersive and entertaining way. A museum that is fun!

Educational and entertaining

The students stated that this form of **edutainment** delivered in a fun and sustainable way the historical information about the open-air museum and added value to visiting it. This kind of scavenger hunt can be easily applied to any place in the world to **transfer information in an entertaining way**. It is a supplementary offer for points of interest to attract especially people who would like to make more fun out of their trips.



Foto: Students of IMI University Center

About IMI University Center, Lucerne

IMI University Center is an internationally leading Swiss college of hotel management, where tourism, hotel industry, event management and culinary arts are taught in an English curriculum. The schedule reaches from certificates to Bachelor of Arts (BA) and Master of Business Administration (MBA). IMI's training partner is Manchester Metropolitan University in England (MMU). Permanently, 250 students are taught on campus. Another 250 students complete internships across Switzerland.

Further information about Gbanga

Besides completely addicted to all forms of playful entertainment, the makers of Gbanga are also highly trained, extremely experienced in developing games and distributed infrastructures. Gbanga creates concepts, implements and delivers campaigns for the extremely lucrative game segment for players between 16 and 45 years. We have different backgrounds from ETH Zurich, HSG St. Gallen, University of Basel and Portsmouth. Industry experience includes Sony Computer Entertainment Europe London, Usgang.ch, and Swiss Bank Corporation.

Website: <http://www.gbanga.com>
Explanatory video: <http://gbanga.com/plainenglish>
Press releases: <http://gbanga.com/press>
Screenshots: <http://gbanga.com/files/screenshots.zip>
This document: http://gbanga.com/files/gbanga_for_business.pdf

Contact

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