Digitization of historical sites in Bulgaria

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Area: 4 333 km²
Population: 269 760
11 Municipalities

Art. 1 of **EUROPEAN CONVENTION** for preservation of archaeological heritage defines the term „archaeological heritage" –collection of "all remains and objects, as well as other traces of mankind from past epochs", whose preservation and exploration supports "the tracking of the history of mankind and its relation to the natural environment". The main sources of information are "excavations or finds, as well as other methods for the study of mankind and the related environment". Archaeological Heritage "includes structures, buildings, groups of buildings, objects, movable and other monuments, and their context, whether on land or under water."

Problems identified:
- Partial initiatives without following a strategy or plan (because they are missing);
- Lack of national policy for preservation of the heritage through its digitization;
- Lack of fund for digitization;

Positive actions:
Several digitization projects that are carried out voluntarily or with donated funds.

Bulgaria owns treasures so deeply hidden even for the most enthusiastic tourists or historians. Such an example is **Ulpia Oescus** – forgotten ancient Romanian town, central town of the Roman province *Moesia Inferior*, which remains were found near village of Gigen, District of Pleven. Ulpia Oescus one of the largest and significant towns in the Lower Danube region during the Roman era (II–IV AD), which nowadays is part of the world cultural and historical heritage.

The News from 01.09.2016 „Fire burned the ancient town Ulpia Oescus near village of Gigen. According to the head of archeological research, part of the damages can not be restored."

[3D laser scanning of part of Ulipa Ouescus](#)

3D Interactive Map

What is IWALK BG?

Idea

The platform gathers together all the information that tourists need for a seamless and complete journey :

- Multimedia with information on cultural and historical monuments, incl. user information
- Information about recreation areas (hotels, guest houses, etc.), restaurants, presentation of local cuisine, attractions, local festivals, wildlife
- Routes with navigation capability
- Mobile app notifications for nearby tourist attractions

Vision

3D graphics with underlined tale style and practically unlimited opportunities for presentation of the objects (cultural and historical monuments, cellars, restaurants, hotels, attractions, etc.) through multimedia. The presentation includes:

- 3D graphic image with text
- Audio track with voice text and music
- Video in different variations depending on the particular object
- Virtual and added reality

Innovation

Unified multimedia platform offering:

- Unlimited combinations of 3D graphics, audio and video
- Submit notifications for nearby locations by tracking the GPS coordinates of the tourist
- Restoration of destroyed historical objects through 3D Virtual reality
- Create a completely new one experience by restoring historical events through added reality

Virtual Restoration

1. Reconstruction of cultural and historical sites, objects and historical events through virtual and added reality

2. Attractive and inexpensive option to turn the cultural heritage into a tourist attraction

3. Creates the opportunity for the tourists to obtain information on sites or objects where services can not be provided by a tour guide

4. The virtual restoration gives the user a visual representation of historical monuments that are partially or completely destroyed, as well as objects that have undergone substantial changes over time

5. Extremely useful for hard-to-reach and uncultivated

Opportunities, offered by the platform

Combining interactive 3D graphics, audio, video, virtual and added reality, the platform creates unique opportunities for communicating with users, which no other channel gives.

- Summary of all tourist information in one place
  - ✓ Presentation of each object (historical monument / nature landmark / hotel / restaurant / attraction, etc.) with realistic 3D image and text information
  - ✓ Audio guide for every historical monument / nature landmark
  - ✓ Presentation with video: Video presentation in the highest technical quality and in an original scenario, consistent with the marketing approach and the messages you want to reach your guests
  - ✓ The platform gives a completely new opportunity for online advertising that is not intrusive to the user and is not vulnerable to adblokers. The mobile application notifies users of nearby tourist sites, thereby increasing their popularity and potential tourist flow.

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New generation popularity

Mobile application

Everywhere anytime

Facilitates tourists' access to information by summarizing and collecting it in one place

Creates opportunities for attraction the interest of tourists to certain objects

Providing of a completely new opportunity for communication of the tourist product and the tourist objects

Interactive holographic images

-        Holographic images of museums, information centers, tourist attractions

-        Through our technology we can transform each glass of a building into an interactive display

-        Dimensions of the holographic installation up to 6 sq.m.

-        Historic events restoration and restoration of historical persons

-        Realized projects: - Thracian priest from Beglik Tash - town Primorsko, Historical image of "Spartak" in city of Sandanski

Iwalk.bg

You can visit us on iwalk.bg

Platform and process details can be found at project.iwalk.bg

The mobile application iwalk
Could be found at google play

CD-ETA
Interreg Europe

EUROREGION PLEVEN - OLT

Who are we?

The company is based in Bulgaria and for 15 years has been working on a wide range of projects in the audio-visual sector. We have been developing the platform for 3D interactive maps for 5 years and have already created such a map of Bulgaria. Our team includes experienced and motivated designers, animators, programmers, editors, directors, operators and songwriters, composers. We have the people and the technology to create such a high-tech product in reasonable time, with uncompromising quality and at an attractive price.

Details of the project and the team can be found at
projectiwalk.bg

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Thank you for attention!

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