




Santa María
la Real fundación

tú reconstruyes
futuro



ROM MUSEUM

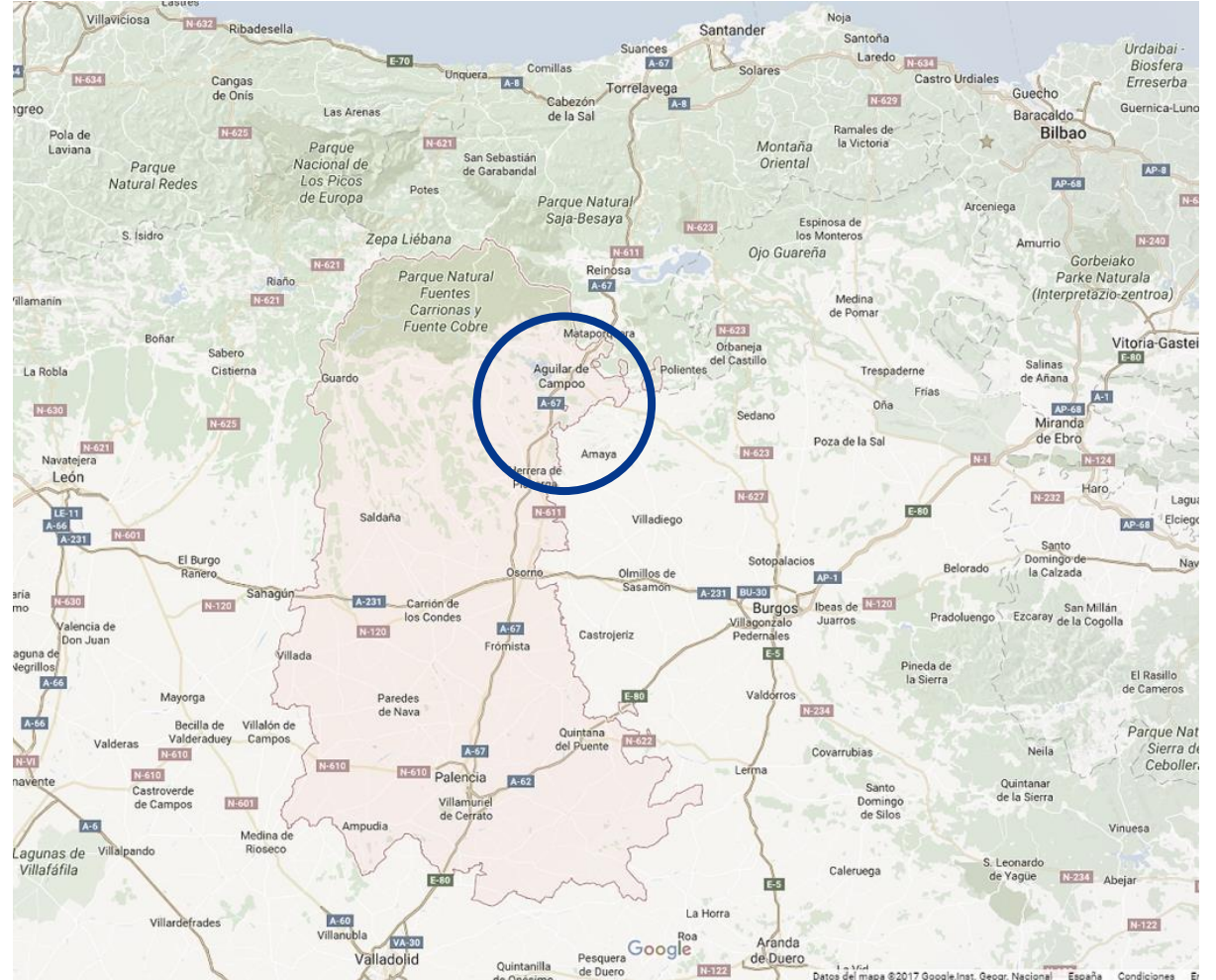
360 virtual tour system in ultra-HD resolution of the ROM Museum

César del Valle Barreda • 28 June 2022 • Seminar CD - ETA

Our territory



Aguilar de Campoo
Palencia
Castilla y León
España



Tool access points (our websites)

[https://www.santamari
alarealmuseorum.com/
es/recorridos](https://www.santamari
alarealmuseorum.com/
es/recorridos)

[https://www.santamari
alareal.org/ROM-rutas](https://www.santamari
alareal.org/ROM-rutas)



Why was the idea born?

1- Technology as an essential aspect for the ROM Museum

Video mapping

**Draw alive (augmented reality children's game
developed through the European project MUS.net)**

Video Mapping



Draw Alive



2- Pandemic COVID 19

Despite doing virtual activities such as online games, talks... we realized the need to adapt to a new virtual world

How did we do it

**Collaboration with the Madpixel company
that was developing a tool that was very
useful to us**

Key aspects

Key aspects

It doesn't replace the experience of visiting the museum live, it is **complementary**.

Internationalization, visitors from other countries enjoy the experience of visiting the museum.

Tool that serves to attract face-to-face visitors

Different users: Tourists, schoolchildren, researchers, curious...

Future

We are prepared for the next pandemic...

We are prepared for the next pandemic...

It's a joke... I hope

Future

Tool with life and many possibilities:

- We are working on introducing the tool in guided activities for different audiences such as schoolchildren.**
- Develop guided tours, workshops or virtual conferences.**
- We hope that more ideas will be born because it is a newly released tool.**



Thanks you