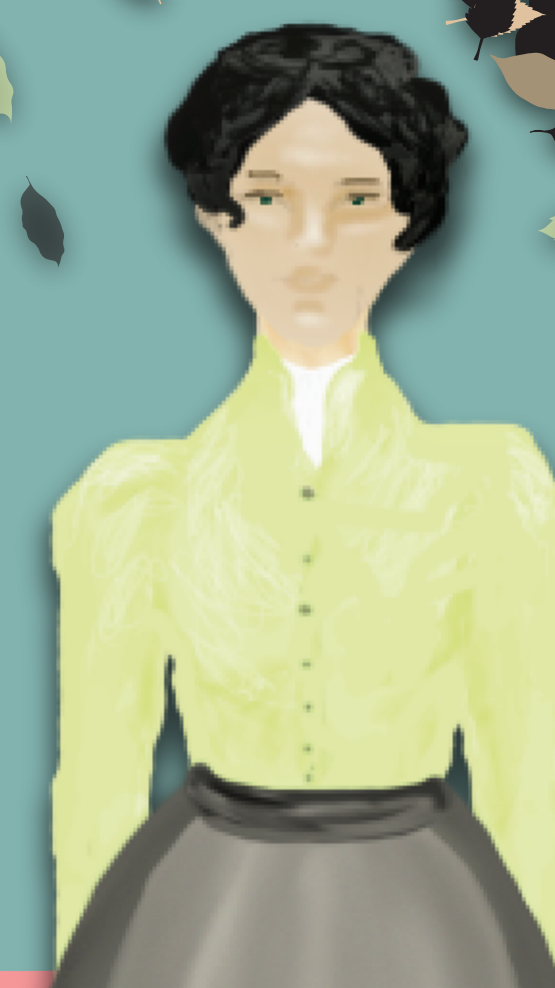


Fragments of Laura

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Fostering tourist engagement and awareness about local nature and cultural capitals through mobile interactive entertainment.

Meaningful tourist experiences

Mobile transmedia entertainment

Interactive storytelling

Location-Aware Media

Encouraging off the beaten track exploration

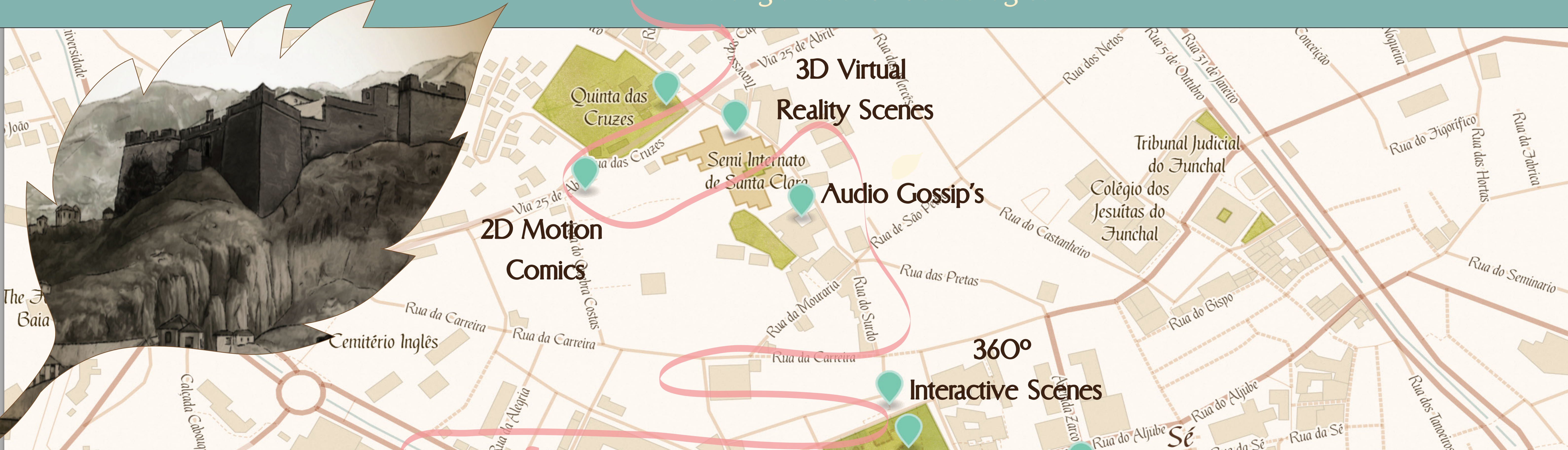
Feature the ethnobotany value of Madeira Island

"Fragments of Laura" is a locally inspired context-aware transmedia story.

The story takes place in Madeira during the 18th century, our heroine, Laura, is a young woman who discovers and carefully documents the unique properties of Laurisilva's plants and flowers.

She uses natural remedies to heal the people of the island and catalogues her findings in a vast herbarium -an annotated and illustrated book with plant samples that goes missing. And it's up to the audience to find it!

Digital media delivery through mobile technologies



We are currently studying how the use of smart phones and tablets with depth sensing technology contributes to the user experience in terms of presence, vividness, engagement and positive affect in the context of an interactive storytelling mobile application.

We developed a 360° virtual reality touch point, where users learn about the origins but also how to make the traditional Madeira's drink: Poncha.

Touch only interaction

360° interaction to view & Touch to move

360° interaction to view & Physical movement



VS



Gyroscope

VS



Gyroscope | Depth Sensing | Motion Tracking Camera