



Guggenheim.Bilbao

Available in English, Spanish, French, and Basque.

This project proposes the mobile medium as a further communication channel between the museum and its visitors and friends. It includes several actions:

- The Development of a multimedia interactive application for mobile phones which informs of the features and origin, of the museum as well as its main activities. The application itself can be downloaded from the museum's website and also, from a bluetooth transmitter located at the hall entrance of the museum. The application covers about 350 mobile phone handsets.
- A WAP page adapted to the different mobile phone handsets which includes, updated information regarding the museum and its activities as well as its main programme.
- An implemented SMS alert system which broadcasts the different activities the museum has to offer specifically designed for the museum's friends. An SMS alert system for journalists directed from the Museum's Communication department.

Guggenheim BILBAO

- EL EDIFICIO
- TU VISITA
- TU TIEMPO
- HEZTE AMIGO

SIGUIENTE ATRAS

EXTERIOR



PHOSPHORESCENTLY REDEFINE
OUT-OF-THE-BOX BEST PRACTICES
BEFORE TIMELY EXPERTISE. EFFICIENTLY
RE-ENGINEER INEXPENSIVE E-TAILERS
WITH FOCUSED CUSTOMER SERVICE.
ENTHUSIASTICALLY SYNERGIZE
UBIQUITOUS BENEFITS FOR INTERACTIVE
METHODOLOGIES.

CREDIBLY VISUALIZE INTEGRATED
EXPERIENCES THROUGH VERTICAL BEST
PRACTICES. ENTHUSIASTICALLY
GENERATE EMPOWERED TECHNOLOGY
AND HOLISTIC TOTAL LINKAGE.
ASSERTIVELY REDEFINE

SIGUIENTE ATRAS

INTERIOR



COMPETENTLY REINVENT INTEROPERABLE
GROWTH STRATEGIES BEFORE EFFECTIVE
PRODUCTS. PROFESSIONALLY OPTIMIZE
OUT-OF-THE-BOX CONVERGENCE AND
RESOURCE MAXIMIZING RESOURCES.
DRAMATICALLY STRATEGIZE TACTICAL
OUTSOURCING WHEREAS ONE-TO-ONE
COLLABORATION AND IDEA-SHARING.

CONTINUALLY EXTEND EXTENSIVE
PLATFORMS THROUGH 2.0 BENEFITS.
EFFICIENTLY REVOLUTIONIZE FRONT-END
TESTING PROCEDURES AFTER
PRINCIPLE-CENTERED TOTAL LINKAGE.

SIGUIENTE ATRAS