



## **Battle of the systems: Favendo shows possibilities for the Humboldt Forum**

**Favendo GmbH shows the possibilities of positioning and indoor navigation via Bluetooth technology in museum environments as part of a technological competition at the Humboldt Forum in the Berlin Palace.**

*Bamberg – 31.07.2018* – Bamberger Favendo GmbH shows the possibilities of positioning and indoor navigation via Bluetooth technology in museum environments as part of a technological competition at the Humboldt Forum in the Berlin Palace.

The aim of the test installation in mid-August is to gain insights into technologies, devices and software and to incorporate the evaluated results into the development of a "Visitor Guide" including indoor navigation for the Humboldt Forum. For this purpose, different systems are set up and intensively tested in parallel in the shell construction. In addition to the initialization costs, the positioning accuracy will be a decisive parameter. Favendo is launching its Bluetooth technology against various UWB providers (Ultra Wideband).

The Bamberg-based company installs almost 30 iBeacons in a test environment covering more than 500 square meters. In combination with an app also developed by Favendo, the low-cost and reliable transmitters enable all users to communicate interactively and navigate within the museum.

The Humboldt Forum creates a new space for culture and science in the heart of Berlin. With 20,000 exhibits from Asia, Africa, America and Oceania, current research, the history of Berlin and a broad exhibition and event programme, the Humboldt Forum as a lively place will inspire new insights into the world of yesterday, today and tomorrow. The Humboldt Forum opens in autumn 2019.

Actors in the Humboldt Forum are the Humboldt Forum Foundation in Berlin Palace, the Prussian Cultural Heritage Foundation with the Ethnological Museum and the Museum of Asian Art of the National Museums in Berlin, the Cultural Projects Berlin and the Berlin

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City Museum and the Humboldt University in Berlin. The Humboldt Forum will cooperate with other institutions in temporary special exhibitions.

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Favendo is proud to present its mobile navigation solutions in a venue of this magnitude, both nationally and internationally. "We are very aware of the importance of the Humboldt Forum as a cultural and technological showcase for Germany. We are very pleased if we can contribute with our solutions to making this lighthouse project even more accessible and to making it a forum for everyone from a technological point of view," comments Jan-Marc Raitz, Vice President Partner Management at Favendo.

**About Favendo:** Favendo GmbH is an innovation driven system house with the heart and dynamic of a start-up. Based on various technologies we develop and sell trend-setting location-based services concepts for customers around the world. Customers are for example Ströer, Hammerson, Audi, Trilux and SAP.

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