



Presentation of the Stars4Media Initiative **LucidAREurope**



Co-funded by
the European Union



Team's presentation



LUCIDWEB

- “Spatial pioneers”
- White-label platform to distribute VR/AR content via the browser
- Previous journalism clients include ARTE France, VRT and RTE



LEEN SEGERS
FOUNDER
BE



MAËLLE QUEVILLARD
JUNIOR ACCOUNT
MANAGER
FR



MAXENCE KOCH
TECHNICAL
LEADER
BE



ELIANA MEJÍA
UI/UX LEAD
DESIGNER
CO

EURACTIV

- Pan-European news site available in 13 languages
- Brings Europe closer to its citizens
- Point of reference for key EU decision-makers and diplomats & source of information for thousands of journalists



POL ALFONSO FORTUNY
ACCOUNT EXECUTIVE
ES



TOLIS PASTOLOPOULOS
IT DIRECTOR
GR



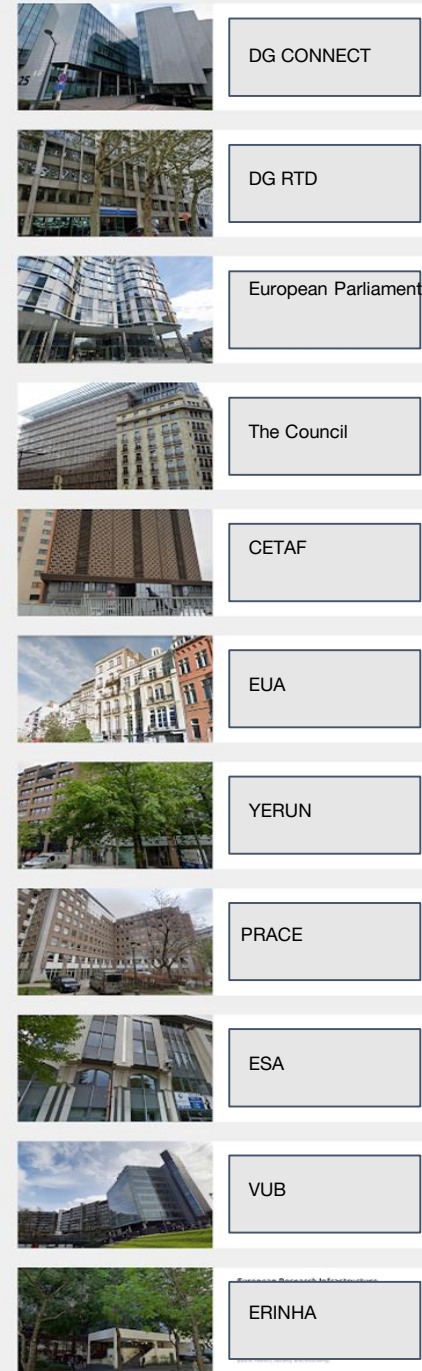
ÁLVARO RUIZ
SOCIAL MEDIA COORDINATOR
ES

LucidAREurope objectives

- provide a citizen engagement tool to demystify the European Union via WebAR with a focus on
 - the European Open Science Cloud (EOSC)



- use a gamified WebAR experience to engage in a creative way
 - 2 key insights on 11 Brussels-based organisations' contributions to the implementation and vision of EOSC



LucidAREurope results

- WebAR journey around Brussels-based organisations involved in EOSC implementation and vision

Poster

EUROPEAN OPEN SCIENCE CLOUD

There is a cloud for research data in Europe that is going to shape the way we innovate
Do you want to know more about it?

Type this URL on your smartphone

eoscAR.euractiv.com

or SCAN THE QR CODE to start the experience

European Commission (EC) - DG CONNECT

POWERED BY TEURACTIV and LUCIDWEB

Landing page

WHAT IS EOSC HELP NEWS BUILDINGS

EUROPEAN OPEN SCIENCE CLOUD

Open Science is a new approach that increases the quality and impact of science by fostering reproducibility and interdisciplinarity.
Learn more about it by scanning the QR code in front of you.

START EXPERIENCE

1. SCAN THE QR CODE
2. USE ACCESS TO THE CLOUD
3. LOOK AROUND YOUR
4. FIND THE STAFF AND SCIENTISTS

What is EOSC?

Where in Brussels?

Title of the news

WebAR experience

10:10 4G

eoscar.euractiv.com

Commssion (EC) - DG Connect
Av. de Beaulieu 25, 1160 Auderghem
The Directorate-General for Communications Networks, Content and Technology is the Commission department responsible to develop a digital single market to generate smart, sustainable and inclusive growth in Europe.

Back to top

Challenges

- Remote coordination
- Hosting & implementation clarification (URL)
- Ensuring consistency throughout the project outputs - poster, landing page, WebAR experience
- Placement of posters next to the 11 buildings (outside)

Lessons learnt

- Marker-based WebAR involves a physical object
 - Outside of a building, public space
 - Approval needed <> guerilla marketing
- Client lexicon on AR/WebAR vocabulary
- The value of co-creation & collaboration (vs client-agency)