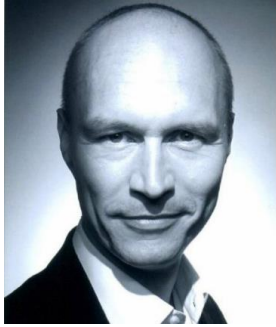


SHORT CV : Nils Huebner

Thematic Area: TA4

Key areas of Expertise in Digital Heritage:



Creation of augmented and interactive storytelling experiences/visits for tourist sites.

- Storytelling
- Interaction
- Experience design
- Business case
- Combining competences
- Managing projects
- Professional understanding of the augmented reality technology and tools with their respective advantages and current limitations

20 years of experience analyzing, selling and transmitting abstract concepts, ideas & services, (in higher education, banking, selling financial software to people and organisations, managing people and company turnarounds), taught me the importance of storytelling, interaction and visuals to help people understand and remember information and concepts.

I have discovered the power of augmented reality technology many years ago. Once the technology and the tools started to be advanced enough to allow creating touristic storytelling experiences with augmented reality, I decided to fully dedicate myself since 2013 to using the power of Mixed Reality for improving understanding and knowledge transmission. Therefore I founded ARdictive to create interactive augmented reality storytelling experiences in the service of understanding and transmission.



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