

Beyondarts CMS-Content Management System

for creating multimedia WebApps and native Apps

Gerhard SINDELAR, beyondarts GmbH, AUstria

Keywords: *CMS – WebApp – native Apps – WebSMS – Marketing*

CHNT Reference: Sindelar (2022). Creating multimedia WebApps and native Apps with beyondarts CMS-Content Management System with integrated WebSMS marketing tool. Proceedings of the 27th International Conference on Cultural Heritage and New Technologies, November 2022. Heidelberg: Propylaeum.

USP of beyondarts CMS Content Management System

1. Optimized for smartphones:

The beyondarts CMS Content Management System creates online WebApps which use all functions and sensors of smartphones: such as accelerometer, magnetic field sensor, magnetism sensor, gyroscope, GPS position sensor etc. – optionally, the CMS also creates native apps (offline) for Apple and Android. The multimedia content and functions are identical to the WebApp. GPS vector maps with any layers such as Routes, Icons, pictures etc. Content is displayed with images, text, audio, video, 360°VR – applicable für google glasses with navigation by sight, interactive and barrier-free. The WebApp can also be set up as icon on the start screen of smartphones.

2. Added value:

Content for WebApps and native apps is created and filled only once. Available online (as stream) and offline (as download from stores), alterations are immediately visible in the WebApp. No review processes for native apps in case of alterations of content or user interface, as the content and software are on separated servers. Cloud-based backend, simple filling and short training times, multiple users and multiple guides per app are possible (via login). Conform to Telecommunications Data Protection Ordinance of European Union – software and all data on Austrian servers. Change between “admin view” to “preview”, before releasing the apps you see what you get (WYSIWIG). Corrections can be done also in the preview mode.

3. Added value through integrated marketing tools in the backend

CMS creates microsities as WebApp for actual guides, products, offers and services. Via WebSMS those are sent as microsities directly to smartphones. „call2action“ buttons are configurable as call, email or links to shops or booking sites which enables immediate response or action with one click. WebApps and native apps can be displayed as traceable QR codes for print-media. WebApps are distributed via all web-channels, sharing is possible with integrated Social Media icons. Within the displayed content.



Fig. 1. Logo beyondarts webapp ©Sindelar

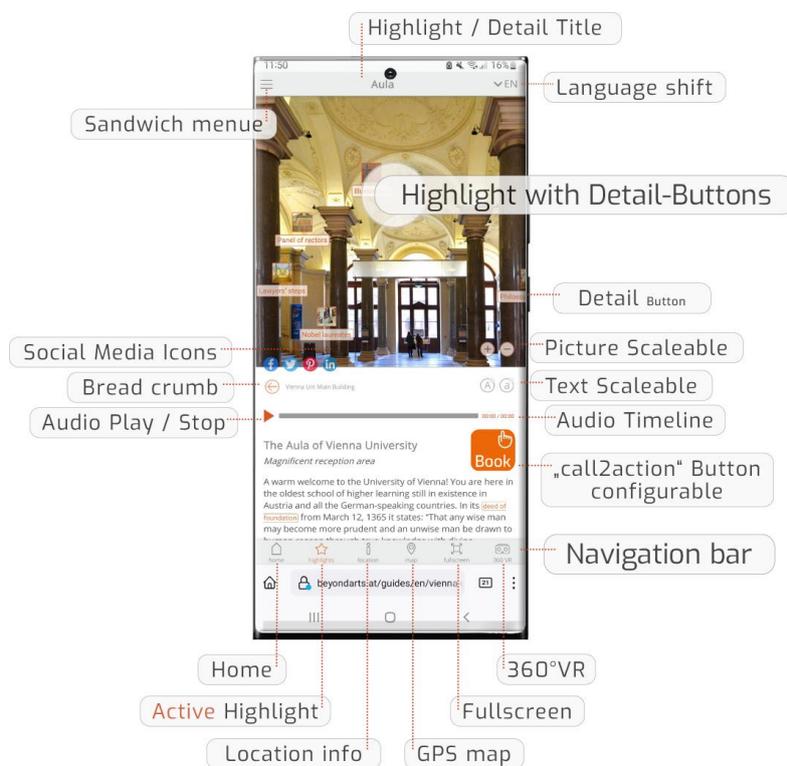


Fig. 2. Webapp features ©Sindelar

4. Conclusion:

The beyondarts CMS releases app producers and customers into independence:

This means that they can create and update their WebApps and native apps, guides, products, offers and services at any time, keep it up-to-date, expand it, add, actualise and distribute new content. The beyondarts CMS is a tool for small and large museums, for the cultural-touristic development of cities, archaeological sites, architectural monuments, communities and up to entire regions. Touristic businesses can also be integrated within the applications.

Funding

The development of the CMS, which enables the automatic creation of WebApps and native apps, as well as the development and implementation of the marketing tools were financed exclusively from our own funds.

Period 2018-2020

Conflict of Interests Disclosure

No financial or personal relationships with other individuals or organisations.

Author Contributions

Conceptualization: beyondarts GmbH, agentur sindelar

Data curation: Himmelbauer IT

Formal Analysis: Himmelbauer IT, DI Hermann Himmelbauer, DI Dr. Michael Kinzl

Investigation: Gerhard Sindelar

Project Administration: Gerhard Sindelar

Resources: beyondarts GmbH, agentur sindelar

Software: DI Hermann Himmelbauer, DI Dr. Michael Kinzl

Supervision: Roberta Sindelar

Validation: Himmelbauer IT

Visualization: beyondarts GmbH, agentur sindelar

Writing – original draft: Gerhard Sindelar

Writing – review & editing: Dieter Kschwendt-Michel

References

<https://beyondarts.at/app/georgia.samtskhe-javakheti/>

<https://beyondarts.at/guides/uni-wien-campus/>

<https://beyondarts.at/guides/kunsthistorisches-museum-wien/webvr.html>

<https://beyondarts.at/app/demo-cms2/hotel-und-gastro-packages/>

<https://beyondarts.at/en/>