MagiXMuseum
National Museum of Egyptian Civilization-NMEC.

Use Case

IPMagiX

المتحف القومى
للحضارة المصرية
NATIONAL MUSEUM OF
EGYPTIAN CIVILIZATION
NMEC

MagiXMuseum - Transforming National Museum of Egyptian Civilization Experience

- As new technologies emerge every day, customers begin to expect a particular level of experience in every aspect of life, and they expect. If something fails to meet these expectations, customers will likely feel disappointed, and this may lead to negative reviews and damage to the place's reputation.

- Combining online and offline services creates the perfect experience for museum visitors; visitors nowadays expect more interactive features to facilitate and enrich their touristic visits. People expect a seamless experience even before they visit the museum starting from booking the tickets.

About National Museum of Egyptian Civilization

- In April 2021, the whole world witnessed the memorable performance of transferring 20 pharaonic kings and queens in a golden parade to their final resting area in the National Museum of Egyptian Civilization, marking the opening of one of the most unique museums in Egypt.

- The museum shares glimpses of all the civilizations that happened in Egypt, so it was expected that the museum leverage technology as it is an element of our current civilization and provides a remarkable experience to visitors.

The Challenge – Leveraging Technology to Help Visitors

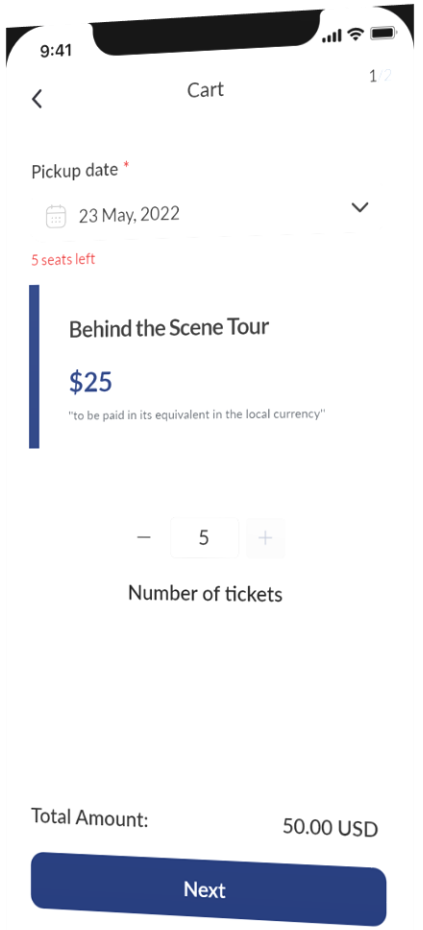
- The National Museum of Egyptian Civilization management had an objective to enable museum visitors to use their smartphones throughout the museum to enhance their experience and to start engaging with visitors before or after their visits.

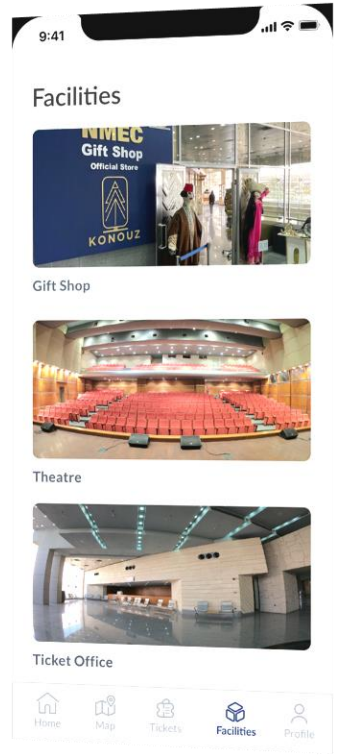
- They wanted their visitors to enjoy the museum visits through state-of-the-art technology. This direction would ensure visitors keep coming back increasing and diversifying the museum's revenue streams.

The Solution –
Creating a memorable experience with MagiXMuseum

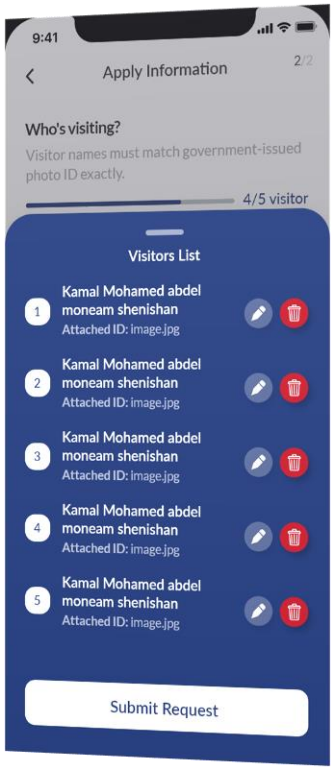
- In November 2021, IPMagiX was selected to implement its flagship cloud platform MagiXMuseum. The platform features a mobile app that can assist visitors from the moment they decide to visit the museum.

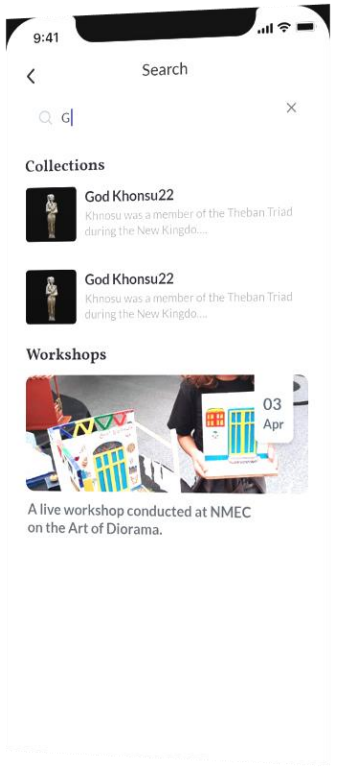
- MagiXMuseum offers memorable hybrid and virtual tours to NMEC visitors. The experience starts with visitors being able to book and plan their upcoming visit to NMEC through the app and purchase their tickets. Visitors can also find out opening hours, events, and any other information about the museum through the app, like special tours and events. They are also able to have a virtual tour through the app and explore different artifacts and read a full description of the piece.

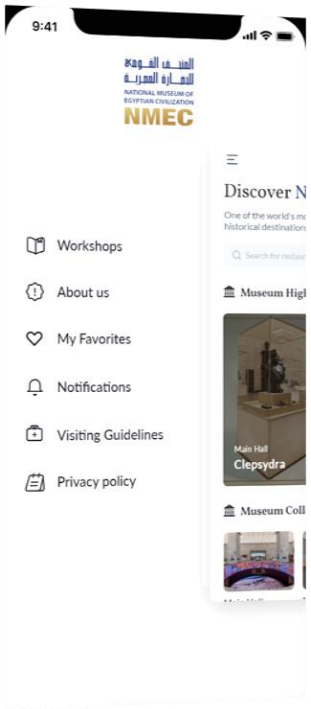




- The platform offers a museum map leveraging indoor navigation technology to guide visitors through different sections and to the museum's facilities.
- It also enables the museum management to send location-based notifications for a more personalized visit.
- Moreover, it offers captioning for accessibility and hearing aid support, in addition to availability in multiple languages.
- Visitors can also choose to book private or public tours through the app, and they are able to locate their groups if they are ever lost in the museum.







MagiXMuseum also helps in reducing the cost of operations as it automates many key functions while increasing revenues through targeted ads. The platform's web-based admin portal enables the National Museum of Egyptian Civilization management to track traffic patterns and identify the most visited sections and peak times. It also offers push vendor paid ads to increase the sales of museum facilities like gift shops, restaurants, and cinemas.