

Competitor Analysis

Museum guide & interpretation technology landscape

HumanityAI'd — July 2026

CONFIDENTIAL

1. The one-line finding

Incumbents are either **phone apps (cloud SaaS)** or **handheld hardware guides (no AI)**. **Nobody** offers AR-glasses + automatic exhibit recognition + AI-generated multilingual narration + fully on-premises deployment — least of all in the GCC. The category is open.

2. Landscape at a glance

Vendor	Format	Cloud / On-prem	AI narration	Hands-free	Arabic	GCC footprint
HumanityAI'd	AR glasses	On-prem	Yes (TTS)	Yes	Native, RTL	Target
Orpheo (+Acoustiguide)	Handheld / multimedia guide	Device + content	No (pre-recorded)	No	Yes (produced)	Strong (Petra; Sheikh Zayed Grand Mosque*)
NOUSdigital	Multimedia guide / app	Cloud/app	No	No	Yes	Louvre Abu Dhabi
Smartify	Phone app	Cloud SaaS	AI translation/ tours	No	Via app	None verified
Nubart	QR web-app	Cloud PWA	No	No	Yes (40+ langs)	None verified
izi.TRAVEL	Phone app (marketplace)	Cloud	No	No	Some	None verified
ARtGlass / GuidiGO	AR glasses (Moverio/Snap/ Glass)	Device	No (scripted AR)	Yes	Not evident	None found
Cuseum	Membership/app suite	Cloud SaaS	No	No	No	None found
Vox Group / Vox City	Radio guide + app	Cloud/ hardware	No	No	Some	Tourism-wide
Vusiem	Consumer apps (B2C)	Cloud	No	No	Some	N/A

*Orpheo's Sheikh Zayed Grand Mosque engagement is from the vendor's own marketing — verify independently before citing to a client.

3. The competitors that matter

Orpheo Group (+ Acoustiguide) — the regional incumbent to beat

300,000+ devices at 2,000+ sites in 40+ countries; clients include Versailles, the Paris Louvre, and **Petra (Jordan)**; absorbed Acoustiguide in 2025 to become the consolidated global handheld-guide leader. **Beat them on:** no see-through AR, no automatic recognition, handheld not hands-free, pre-recorded content priced per language, conventional (non-sovereign) content platform. They win on 50 years of fleet-operations muscle — which is exactly the capability we must credibly answer in a bid.

NOUSdigital — the Louvre Abu Dhabi incumbent

Has advised Louvre AD on digital mediation since 2015 and delivered its in-gallery multimedia guide since 2017 opening; the Louvre AD app offers audio + an "**Art Scan (Beta)**" recognition feature in **7 languages** (English, Arabic, French, Mandarin, Russian, German, Hindi). **This is the exact seam to attack:** the incumbent's own recognition feature is beta and phone-based, and 7 fixed languages underserve a visitor base whose top segments are Chinese (12%), Russian (12%), Indian (7%). We replace phone-in-hand with hands-free glasses and cap languages at 23, not 7.

Smartify — the cloud-app category leader

700+ partner organizations, ~2M users, transparent pricing (£1,800–£9,500/yr + bespoke), AI translation and AI-personalized tours. **Beat them on:** BYOD phone (not hands-free), requires visitor download + connectivity, cloud-dependent (a data-sovereignty fail for GCC state entities), no dedicated premium hardware experience. **They anchor price expectations low** — a real threat we counter with hardware-fleet economics and the sovereignty story rather than price.

ARtGlass / GuidiGO — the AR-glasses precedent (and cautionary tale)

ARtGlass delivered 500,000+ wearable-AR experiences (Pompeii, Italian palaces, Mount Vernon) on Epson Moverio and now Snap Spectacles. GuidiGO ran the first Google Glass museum tour (de Young, 2015). **The lesson:** two earlier generations of museum-glasses pilots (Google Glass, Google Tango) died when their hardware platforms did. Our bids must pre-empt this with an explicit **hardware-abstraction** answer — the vendor SDK is isolated and the product ports to other Android AR glasses.

4. The commodity floor

izi.TRAVEL (free), Nubart (cheap QR cards), and Vusiem (consumer apps) prove that **plain audio narration has no pricing power**. Our pricing power comes only from the combination competitors can't assemble: hardware + automatic recognition + AI multilingual depth + on-prem sovereignty.

5. Five differentiators to lead every conversation with

1. **Hands-free, eyes-up** — visitors look at the art, not a phone; the only format that doesn't compete with the artwork for attention.
2. **The exhibit recognizes itself** — computer vision triggers narration; no QR codes, no keypad numbers, no map-tapping.
3. **Every visitor's language on demand** — AI-TTS delivers 23 languages incl. Mandarin, Russian, Hindi and Gulf Arabic at $\approx$ zero per-language production cost, matched to actual GCC visitor mix.
4. **Sovereign by design** — recognition, narration, and analytics all run inside the museum's walls; no camera frames or visitor data ever leave. No competitor can say this.
5. **Curator-controlled AI** — narration is generated from the museum's approved content and locked by curators: AI scale with institutional authority.

6. Objections this landscape will raise (and our answers)

Likely objection	Answer
"Glasses pilots failed before (Google Glass)."	Hardware-abstracted design; the product isn't wedded to one glasses vendor.
"Smartify does AI tours for £9,500/yr."	That's a cloud phone app; we're hands-free, on-prem, and sovereign — a different category, sized to flagship institutions.
"Orpheo already runs our guides."	Handheld, pre-recorded, per-language cost; we're hands-free, recognition-driven, unlimited languages, data-sovereign.
"Can it really run offline in-gallery?"	Yes — the entire AI stack is on-prem and proven in a live pilot; this is where earlier cloud-glasses pilots failed and we don't.