



Braving the discovery of the New World using YDreams' immersive technologies

Visitors to the new Belmonte Interpretive Center in northern Portugal are able to explore one of the greatest feats in the era of the Portuguese discoveries using high-end interactive solutions conceived and developed by YDreams.

A creative mix of art, design and technology spans the 16 rooms that were once home to Pedro Alvares Cabral, the Portuguese navigator and explorer, who led the armada that discovered Brazil at the onset of the 16th century. The Belmonte Interpretive Center entitled 'In Discovery of the New World' was inaugurated this past April 26th, and is the first museum dedicated exclusively to the epic Portuguese discovery of Brazil.

Using interactive solutions that combine 3D, augmented reality and image processing along with creativity to render user-friendly, hands-on interfaces, YDreams' solutions offer audiences of all ages a surprising and immensely fun way to explore historical contents revolving around the armada's voyage to Brazil, the native peoples they encountered and their culture, as well as the special ties, which still endure between Portugal and Brazil.

Colorful and entertaining applications include a huge wall projection displaying the variety of instruments used in traditional Brazilian music genres ranging from the rhythmic Samba to the melodic Bossa Nova. Visitors skip, dance or step on special floor markers in front of the projection, to turn on and off the various instruments, or combine the distinct sounds as they like best. Nearby mock food stalls, employing augmented reality markers, give visitors the chance to experience the vibrant pace, colors and sounds of a traditional Brazilian marketplace, and learn about the wide range of tropical fruits and vegetables native to the region.

Aside from offering visitors to the center a unique perspective into Portugal's rich heritage and history, YDreams' modern exploratory applications, along with other thematic cultural venues in town, serve as calling cards that are contributing to putting Belmonte on the cultural tourism map.

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