



## Concept

*Graaly proposes a mobile application which provides an easy way to gamify any public or private place, with riddles, quizzes and augmented reality, thus offering a unique experience to players.*



## Fun above all!

The principle is simple: Playing is fun, but not only! It also reinforces attention, rises one's interest and facilitates memorising. For all these reasons, **Graaly introduces gamification in the heart of all fields: Culture, Leisure, Retail, Education...**

*Both playful for players and efficient for professionals, the Graaly platform creates a bond between both communities.*

## Who is Graaly for?

Graaly can be used by anyone, family or individual, who wish to visit places in a playful and stimulating way. Graaly is a great way to rediscover the neighbourhood with a brand new eye or make the innovative discovery of a holiday spot!

*An intuitive toolbox is also included inside the application, so that passionate people can also create and share a mystery with everyone.*



## Graaly for B2B actors

Graaly provides a simple and user-friendly toolbox to B2B actors who would like to promote their offer or their heritage in a new way. The creation interface has been designed to be used by non-technical people, and requires no programming knowledge. Professionals of the tourist industry, museums, or companies only need to be inspired in order to create a new type of visit.

*With Graaly, the gamification of a place becomes simple and affordable!*

## Kick off



The application will be available for download (iOS & Android) starting from spring 2019. The application will first be launched in Grenoble and in the South-East of France. Meanwhile, Graaly can be accessed in « beta test » mode.

Fifteen mysteries can already be played in Grenoble and its surrounds, as well as in the towns of Saint-Marcellin and Romans-sur-Isère, on various themes: **Visit of Museums, 50th anniversary of the Grenoble Olympics, Investigation within a ski resort, awareness on the handicapped course, The mystery of the Grenoble cement, Ghost busting in the Saint Roch graveyard, and many more ...**

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