



# Solution

**Brochure at Cité des métiers**

**The flyer offered at the reception desk with its QR to explain the Cité des métiers via the concept of augmented reality.**

## Objectives

- When visitors come to the Cité des métiers they are physically welcomed by the reception staff and advisors to inform them qualitatively. The reception staff distributes leaflets to enable users to discover the services of the Cité des métiers via a video.

## Impact

- To offer an immersive and interactive experience to visitors in the Cité des métiers
- To inform about the services available at the Cité des métiers
- Attract new audiences and communicate with the public

## Key figures

- 50,000 flyers
- 50,000 visitors per year
- Documentation area on site
- Ecosystem of partners
- Free of charge
- Innovative and multilingual