

# 5G AR tour bus

**Objective:** To develop the possibilities of 5G in the field of tourism to optimize and enrich content. The generation of content in augmented reality over 5G in mobility offers new scenarios of content consumption and entertainment, beyond the devices we now know.

**Description:** Mediapro Group, Telefónica and "Transports Metropolitans de Barcelona" (TMB) have developed the first 5G augmented reality project that allows passengers on a tourist bus to visualize immersive content in the front window of the vehicle, superimposed on the landscape or monuments they observe while taking a tour.

The 5G Augmented Tourism project was presented on a tour of the Montjuïc mountain (Barcelona) in which users of TMB's Barcelona Tourist Bus (BBT) were able to live an enhanced tourist experience thanks to Augmented Reality content with data and information about the places they visited. These augmented contents are displayed on a transparent and interactive screen located in the front window of the vehicle, so that enriched and interactive multimedia contents are superimposed on the reality observed through the glass. Thanks to connected vehicles and high mobile connectivity, this type of experience can already be offered to public transport passengers, while in the future the autonomous car will open up a wide range of possibilities for content consumption in mobility within the cars themselves.

[Additional references](#)

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