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Cityneon to Bring a Digital Experience of Machu Picchu in VR



By **Ujala Chowdhry** September 27, 2021



Image: Immerse Agency

Machu Picchu is a [UNESCO world heritage site](#) that has welcomed a million visitors each year. However, due to the pandemic, the tourism industry got hit hard due to travel restrictions. For Machu Picchu, the visitor count dropped drastically to 250,000.

To maintain and promote Machu Picchu, a Singapore-based company named [Cityneon](#) is bringing to life [the treasures of this fifteen-century urban Inca empire's citadel](#) via a [digital tour](#) of the site. In collaboration with the [World Heritage Exhibitions \(WHE\)](#), this will be the company's first artifact IP exhibition and the [world's first virtual walk-through](#) of a UNESCO heritage site.

MACHU PICCHU

AND THE GOLDEN EMPIRES OF PERU

3,000
YEARS IN
THE MAKING

192
PRICELESS
ARTIFACTS

AN IMMERSIVE
JOURNEY TO
THE ANCIENT
KINGDOMS
OF PERU

WORLD PREMIERE
EXHIBITION

TRANSPORT TO
MACHU PICCHU IN
VIRTUAL
REALITY

ONE OF
THE MOST
IMPRESSIVE
COLLECTIONS
OF GOLD
TO EVER TOUR
THE GLOBE

OBJECTS
NEVER
BEFORE
ON TOUR

BOCA RATON MUSEUM OF ART
OPENS OCTOBER 16

ITA
INKATERRA
ASOCIACIÓN
PERU
MUSEO LARCO
treasures from ancient Peru

CITYNEON



Image: Immerse Agency

A digital tour of treasures

The Machu Picchu and the Golden Empires of Peru exhibition will use **VR motion chairs** that will have “high-resolution six degrees of freedom (6-DOF) VR headsets, haptic feedback on the backseats, scent dispensers, and 360-degree rotation”. Meanwhile, the visual data is gathered by the company using drones with permission from the Peruvian government to create that immersive VR and AR experience. Necessary COVID-19 precautions for museum visitors and travelers will also be in effect.

The virtual tour will be guided by Ai Apaec, a mythical Andean hero. The Machu Picchu and the Golden Empires of Peru tour will cover 192 artifacts from the royal tombs, including a fully intact gold attire of a Chimú Emperor of the Imperial period which dating back to 1300 AD.

Due to Cityneon’s partnership with [Inkaterra Asociación](#) on this venture, the Machu Picchu and the Golden Empires of Peru will also have a feature on the artifacts of the Incan civilization. This includes the opulent collections of Andean gold which is one of the most luxurious remains of the Incan empire that stands at par with the engineering and opulence of ancient Egypt and the Roman empire.



Image: Immerse Agency

Keeping culture alive

The president of WHE [Anthony Tann](#) expresses his enthusiasm for the use of the technology, saying that it will be, “an impressive and extensive exhibition that showcases the limitless potential of VR technology.” The Machu Picchu and the Golden Empires of Peru exhibition is supported by the Peruvian government and the Ministry of Culture.

The exhibition will be available first in [Boca Raton Museum of Art](#) located in South Florida for a limited time only. The tickets are now [on sale](#) starting at \$19.95 and the tour to open starting October 16, 2021.

Founded in 1956, Cityneon is a global entertainment company and runs on its philosophy of “big ideas, bigger experience.” The executive chairman and the group CEO of Cityneon, [Ron Tan](#), welcomes interested tourists to this unique experience and take part in the Machu Picchu and the Golden Empires of Peru exhibition to “personally feel the magnificence of Machu Picchu like they are physically there while exploring the ancient cultures who lived in this city 7,000 feet above sea level in the Andes Mountains.”



Photo credits: The images are taken by Immerse Agency and have been provided for press usage.

Sources: [UNESCO](#) / [World Heritage Exhibitions](#) / [Boca Raton Museum of Art](#)



Ujala Chowdhry

Hello, I'm a tech journalist here. I did my bachelors in computer science engineering and masters in journalism. Combining the knowledge gained from both my degrees, I have been able to view many facets of technology at TechAcute. I stay healthy by doing yoga and Indian classical dance forms. I would love to hear from the readers about their interests and the tech that intrigues them. Let me know on my Twitter and Instagram profiles.



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