

Smart solutions to highlight the traces of the ancient Apulum in Alba Iulia

The traces of the Apulum Castrum are a part of the „European Cultural Route of the Roman emperors and wine along the Danube“. Based on the results of archaeological research so far, several sites from the Roman era in Alba Iulia have been exploited for tourism.



In order to increase the interest of tourists, but also to be up to date with current technologies, Alba Iulia Municipality has implemented smart solutions.

Briefly, here are some of the implemented smart solutions in Alba Iulia:

Augmented Reality (AR) system, installed in the Principia Museum, funded by the AFCN program.

- ✓ The first AR system operated in Alba Iulia was achieved through the project „Virtual dialogues with the visitors of the “Principia Museum“, a smart project of Alba Iulia Municipality.
- ✓ Tourists can interact with characters from the ancient Apulum (the Latin name of the Alba Iulia city).
- ✓ All the virtual interactions take place outside the museum, in the form of visual sequences.

For more details: <https://www.facebook.com/cetatealbaiulia/posts/3598997643502690>

QR Code tourist plates, funded by the AFCN program.

- ✓ Whether you are a Romanian or a foreign tourist, you can have access to a free tourist-guiding system right on your mobile phone.
- ✓ All you have to do is interact with scannable QR codes placed on the information plates, in order to discover the story of each tourist attraction, in one of the following languages: Romanian, English, Italian, French or Hungarian.

For more details: <https://albaiuliaqr.ro/>

"30 famous people who made history in #Albalulia" movie, funded by the AFCN program.

- ✓ This movie is presented to the world as a tool to promote the extraordinary cultural heritage of Alba Iulia among Romanian and foreign tourists.
- ✓ Our documentary highlights 30 famous people who made history in #Albalulia. We are talking about emperors, kings, „voivodes”, princes, cultural, political and military figures, high priests, including personalities from the Roman era.
- ✓ The film production was possible due to the project „Alba Iulia – A Visual History Through Famous Prints”.

For more details: <https://www.youtube.com/watch?v=lryWt9JOFN4&t=627s>

The most visible and valuable traces of the Apulum Castrum for tourism in Alba Iulia:

- ✓ The most visible trace of the Apulum Castrum is the gate on the southern side named Porta principalis dextra. It is the only gate among the four existing ones of the rectangular castrum that was preserved until nowadays.
- ✓ The Principia Museum: Is the place where a part of the Principia building of the Roman castrum in Apulum is touristically highlighted;
- ✓ Via Principalis: It was the road that connected the main gates of the castrum, the southern and the northern ones.

For more details: <https://albaiuliaqr.ro/>