

Magee's

Celebrating Success: Magee's Bar Brings History to Life with AI & AR Technology through the InnovateUs Programme!

Introduction - Magee's Bar, a historic establishment in Newry, County Down, has taken a pioneering step in heritage tourism by launching its innovative AI & AR Heritage Experience. This groundbreaking project was made possible through support from the InnovateUs programme, funded by the Department for the Economy (DfE).

Challenge - Magee's Bar faced the challenge of transforming its existing historic photo montage into a dynamic visitor attraction while addressing a key issue for Newry's tourism sector: tour guides lacked a comfortable indoor venue to conclude walking tours, often ending abruptly on the street. The bar needed an innovative solution that would both showcase Newry's rich heritage and create a welcoming endpoint for tour groups.



Solution - Through collaboration with Cathal McDonnell from the Southern Regional College's Business Support & Innovation team, Magee's Bar integrated cutting-edge AI and AR technologies into its historic display. Using KlingAI and Perplexityai, the team transformed static vintage photographs of Newry into compelling animated videos with period-appropriate voiceovers. These animations were then linked to the original wall-mounted photos via Artivive's AR platform, allowing visitors to unlock immersive historical narratives simply by scanning photos with their smartphones.

Results & Success - The Living History experience, now live at Magee's Bar, is transforming heritage in Newry by:

- Creating an immersive indoor conclusion point for walking tours.
- Increasing visitor engagement through interactive storytelling.
- Generating new footfall and revenue as tour groups naturally transition to customers.
- Positioning Magee's as an innovative cultural destination that blends traditional hospitality with design innovation.

Sabrina McTaggart, Magee's Manager stated,
"Locals and visitors really like the Augmented Reality experience. It gets people talking and remembering and the tour guides like it too. It has improved footfall and people will have a drink when they are here."

Scan to View AR

Scan to View AI

