

Pricing & Packaging

Museum AR Smart Glass Guide

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CONFIDENTIAL — INDICATIVE PRICING, NOT A QUOTATION

1. Commercial model

Three revenue components, structured to fit government and cultural-sector budgets (a CAPEX-heavy option is available for institutions that prefer to own hardware):

1. **Software licence** — annual, per site, tiered by catalogue size.
2. **Hardware** — glasses fleet + on-prem GPU server + charging/hygiene station.
3. **Services** — implementation & content onboarding (one-off) and annual support (SLA tiers).

2. Software licence tiers

Tier	Exhibits	Concurrent visitors	Languages	Indicative annual licence
Gallery	up to 100	up to 25	8	USD 120,000
Museum	up to 500	up to 40	8 (expandable)	USD 220,000
Flagship	500+ / multi-gallery	40+ (scale-out)	up to 23	USD 300,000+

Licence includes: software updates, the admin content platform, analytics, and standard support (Tier 1).

3. Hardware (indicative)

Item	Unit price	Notes
AR glasses (RayNeo X3 Pro class)	USD 700–900 / unit	Rental fleet; 10% spare ratio recommended
On-prem AI server (16 GB GPU)	USD 15,000–20,000	One per site; 8 GB option for recognition-only
Charging / hygiene station	USD 2,500	Per issue desk

Example fleet: 50 glasses + 1 server + 1 station ≈ USD 55,000–65,000 CAPEX.

4. Implementation (one-off)

Package	Scope	Indicative
Pilot	1 gallery, ~25 exhibits, install, training, 4-week POC	USD 25,000–40,000
Standard rollout	Site survey, install, onboarding of first 100 exhibits, staff training	USD 40,000–80,000
Content service (optional)	Professional narration authoring / voice recording per exhibit-language	Quoted per volume

5. Support & SLA tiers

Tier	Response	Coverage	Price
Standard (incl.)	Next business day	Remote diagnostics, updates	Included in licence
Priority	4 business hours	+ quarterly content review, spare-unit pool	+18% of licence / yr
Mission-critical	1 hour, extended hours	+ on-site SLA, managed content	+22% of licence / yr

6. Illustrative first-year total (mid-size museum)

Line	Amount (USD)
Museum-tier licence	220,000
50 glasses + server + station	~60,000
Standard rollout (100 exhibits)	60,000
Priority support (18%)	~40,000
Indicative Year-1 total	~380,000
Recurring from Year 2 (licence + support)	~260,000 / yr

7. Value framing (ROI)

- Replaces multi-vendor audio-guide hardware + per-language recording contracts + app development with a single on-prem platform museum staff run themselves.
- Multilingual reach (8–23 languages) captures visitor segments that 2–4-language guides miss.
- Engagement analytics turn interpretation into a measurable KPI for the institution.
- Data sovereignty removes a procurement blocker that cloud competitors cannot clear.

All figures are indicative for planning and are not a quotation. Final pricing is set per site after a scoping call and site survey.