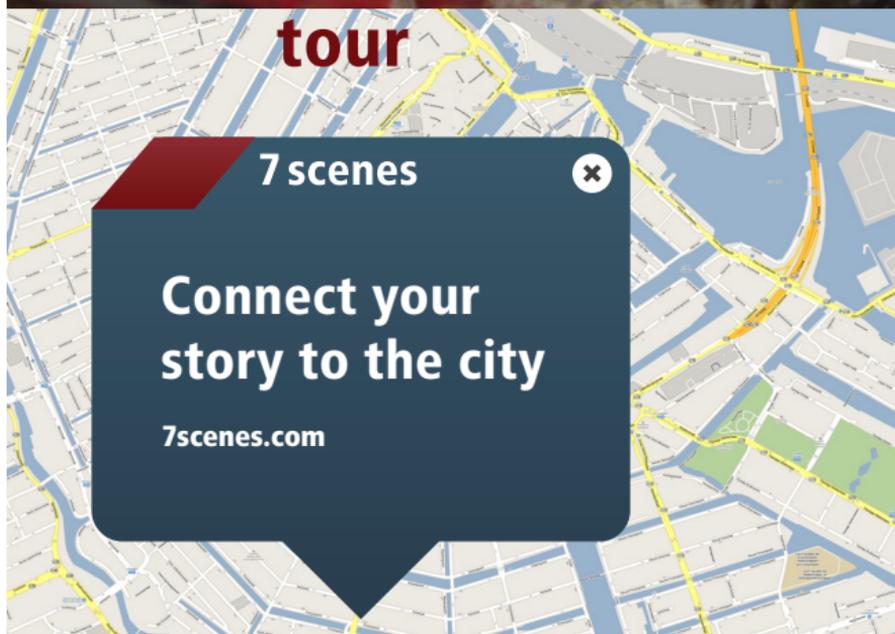


# AMS 3.0

Explore Amsterdam  
with your mobile phone



## Salvation Army tour



AMSTERDAMS  
Historisch Museum

Ons' Lieve Heer  
op Solder



Hogeschool van Amsterdam

Westergasfabriek

Waag Society

concern



AIM Amsterdamse Innovatie Motor



Ministerie van Economische Zaken

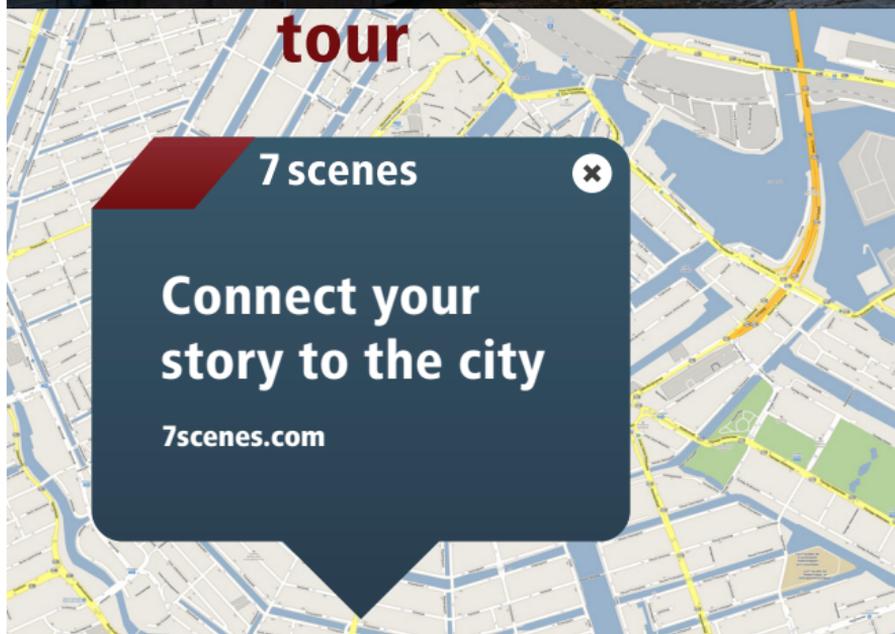


Gemeente  
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## Willet-Holthuysen tour



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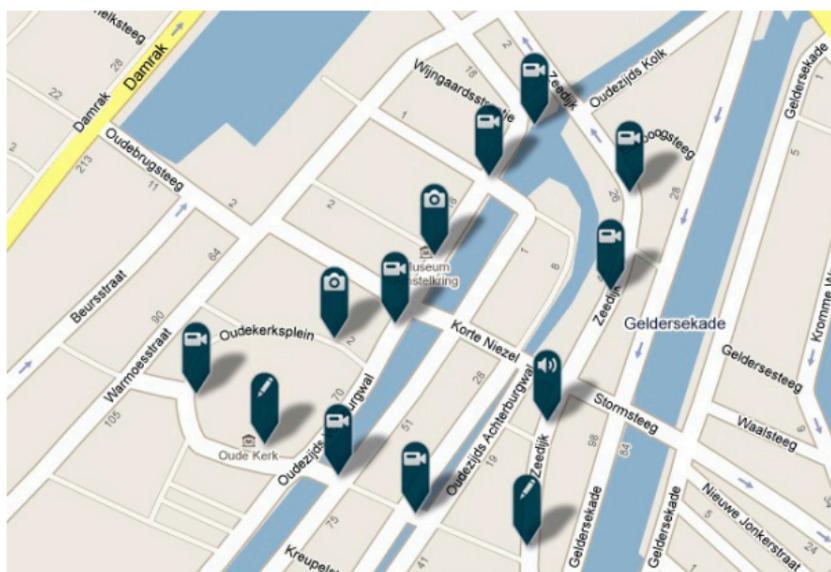


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**Discover Amsterdam with your mobile phone as your guide. Get informed, surprised and touched by foot or by boat. Peek into stately canal houses unnoticed, dive into the history of the city and peep behind the scenes of the Red Light District.**



## Salvation Army Tour

The Museum Ons' Lieve Heer op Solder made a guided tour in the Red Light District. Henny Tinga, who has been active in the neighborhood for more than 47 years as a soldier of the Salvation Army, is the virtual guide of the tour. Tinga, the successor of the famous Major Bosshardt, takes the participants of the tour to many places in the Red Light District where the Salvationists work.

Details:



**To get started: download the 7scenes application for your mobile phone from [7scenes.com/get-started](http://7scenes.com/get-started)**

tagreader: <http://gettag.mobi/>

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## Herengracht Interior Canal tour

Interior design agency Concern developed a tour that allows participants to get to know the Herengracht by boat, including the interiors and style rooms of the historical houses on this canal. The participants are informed via their mobile phone with video, pictures and explanations and get a peek into the world behind the windows of the monuments. Starting point: Herenmarkt.

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## **Culture Park tour**

**Have a different experience of the Culture Park with one of the 10 GPS tours. Your mobile phone or PDA is your guide and your media machine. In this way, the whole park turns into a stage for fiction, games and documentaries. Take a documentary stroll through the gasworks or a guided tour from the renovation architecture. Take a look at the culture makers on the site. Experience a fairy tale in the park. Play the Westergasquiz or the Westerquest game. Join in the Am I Hot Or Not photo competition... Are you curious or inquisitive, a gamer or architecture lover? There's a GPS tour for everyone.**

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## Willet-Holthuysen tour

**The tour of the Amsterdam Historical Museum takes place in the neighborhood of the former residence of the well-to-do, nineteenth century couple Willet-Holthuysen on the Herengracht 605. The house in which the Willets lived is now a museum, where the art collection of Willet is the centerpiece. Walking the tour, you will get to know everything about the nineteenth century life of the Willets and the rise of the entertainment area and the fashion stores surrounding the Amstelstraat and Kalverstraat.**

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