

## Case Study

# Davidson Archelological Park Jerusalem

Transforming Visitor  
Engagement at Davidson  
Center Archaeological Park

Yaturu



## Bringing History to Life

The Davidson Center, a leading archaeological site in Jerusalem, showcases vast ruins of the Second Temple period. Visitors could explore with a basic audio guide or read informational signage, but it was difficult for them to truly visualize and experience the historical significance of the site. The goal was to create a transformational experience that would immerse visitors in the past, allowing them to appreciate the grandeur and drama of the Second Temple era.



## Why Davidson Center Chose Us

The Davidson Center needed a flexible, easy-to-operate solution that could be showcased at various locations within and beyond the site. They sought a cost-effective option that wouldn't require major structural changes, expensive installations, or intensive operational resources. Our solution met all these needs while delivering a high-impact visitor experience.

## Innovative Digital Solution

- A lightweight VR headset experience that transported users on a 15-minute historical journey, providing rich context before exploring the ruins.
- Highly accessible design: Suitable for ages 6+, can be worn with glasses, and designed for easy operation.
- Breakthrough outdoor VR technology: Overcame the challenge of VR lens exposure to sunlight through a novel protective solution.



## Partner with Us

At Yaturu, we co-invest in success—no upfront content costs, just aligned long-term objectives.

Contact us today to explore how a custom digital experience can enhance your site's visitor engagement and revenue potential!

[Partner With Us](#) →

## Experience Creation

### Fast & Seamless Implementation

- 2-month content planning & 3-month production
- 2-week setup at the site
- No major infrastructure changes required, only minor storage for headsets

### Measurable Results & ROI

- Tens of thousands of tickets sold as an optional add-on to the regular ticket at \$15 for adults, \$12 for children
- **Full return on investment within 5 months**
- Significant visitor engagement uplift—those who took the VR tour reported higher satisfaction and deeper appreciation of the site
- Boosted B2B opportunities: The site now secures more partnerships and uses the experience in promotions