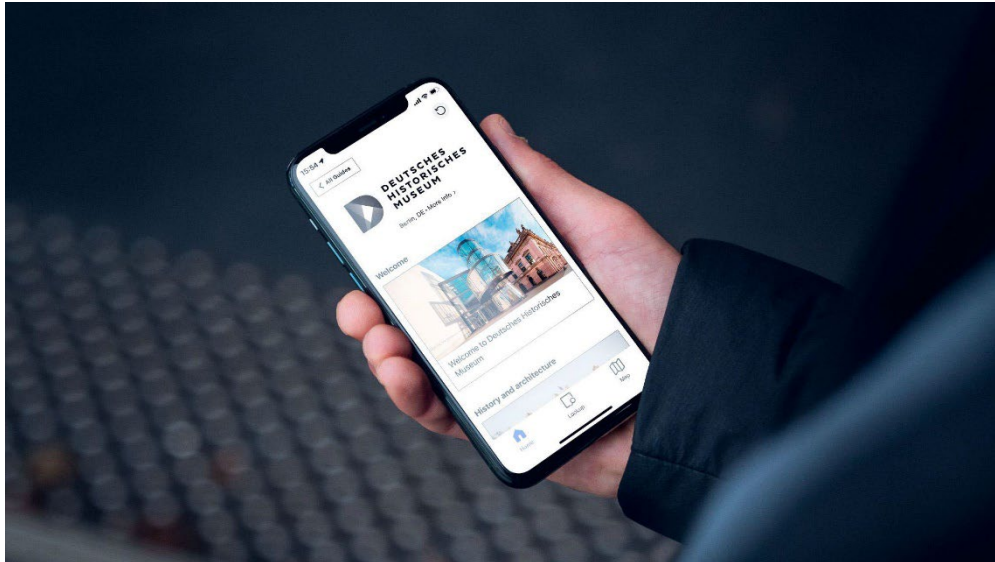


**Press Release**  
1 December 2025



## **Deutsches Historisches Museum will become part of Bloomberg Connects' global network**

### **Free Museum Guide per digital platform and app**



**Deutsches Historisches Museum**

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The Deutsches Historisches Museum will be one of the first institutions in Germany to be represented on the **Bloomberg Connects digital platform and app, starting on 1 December 2025**. The free application offers digital guides to more than 1,200 museums and cultural institutions worldwide, enabling users to experience art and culture regardless of their location. With its presence on Bloomberg Connects, the Deutsches Historisches Museum is strengthening its international visibility and opening new digital access to a global audience.

**Raphael Gross, President of the Stiftung Deutsches Historisches Museum:** "Our task is to communicate German history in an international context. We do this not only through our exhibitions, but also with our digital offers. Bloomberg Connects gives us the opportunity to make historical knowledge accessible worldwide and to contribute to fact-based considerations of history. In an increasingly digital world, the platform helps us to provide as comfortable, contemporary and accessible an experience as possible for our international audience."

The museum's digital guide offers information about current and upcoming exhibitions as well as the history and architecture of the Zeughaus and the modern exhibition hall, the Pei Building. Multimedia content, visitor information and maps help visitors plan their visit. The app provides comprehensive accessibility features such as voice-over, subtitles, adjustable font size, and alt text. Thanks to AI-powered translation software, the guide is available in more than 50 languages and can also be used offline.

The Bloomberg Connects app is available free of charge for Android and iOS. Alternatively, the content can also be accessed through a web browser – for example, via QR codes.

### **About Bloomberg Connects:**

Bloomberg Connects was developed by Bloomberg Philanthropies to make museums and cultural institutions around the world accessible on a low-threshold basis. The use of digital technologies promotes cultural participation – both for visitors on site and for interested parties worldwide who want to experience exhibitions virtually.