



ALTEERRA
GREEN WORLD RESEARCH

The Digital Dowsing Rod genius loci at your finger tops experience locational history on the spot

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Social Positioning Method (SPM) 2008.

Mobile positioning data in geography and planning: data, analyses and applications

10-14 March 2008, Estonia

Example 2: Personal story teller search tool

Communication Gap: interactive transmission of information between consumers and producers

European examples

- Archeoguide (Greece)
- Story teller (Belgium)
- Webpark (Switzerland)
- Camineo (France)
- Digitaler Wanderfuhrer (Germany)
- ESTIA (Efficient electronic Services for Tourists In Action)
- PALIO (Personalised Access to Local Information and services for tourists)

Example 2: story teller search tool with geo-data

Digital Divining Rod

Smartphone PDA with navigation using UMTS



What is it

A mobile device with the combination of a search tool, GPS, audio and video using location based services (LBS)

The digital guide keeps you on the road and let's you discover the region with an innovative system.

As the user moves around in the region the device automatically starts audio- or video fragments when there is information about cultural heritage, restaurants at the site he/she is entering

What is it

The mobile device is connected to a server which maintain a GIS database with information pertaining to the region.

The contents can be accessed and downloaded to the mobiles using UMTS. But your own information about a site can also be uploaded to the database.

Interactive: Other tourists can use your information also and that information is geo-connected

Interactive (supply)

An application will be build for the tourist suppliers so the latest information will be in the database.

Example:

- A restaurant can give the menu of the day
- Hotel give the amount of beds which are still vacant

Farmers can advertise with local products or open their land for walkers during some period of time. They can upload the fact that a calf is born

Preferences (demand)

At home (using a website) or in the field (using PDA), you choose between:

- Walking route
- Bicycle route

Preferences

- Route from a tourist supplier
- Create your own route according to your preferences

Route planner using GIS as areas, points, lines

Create your own route

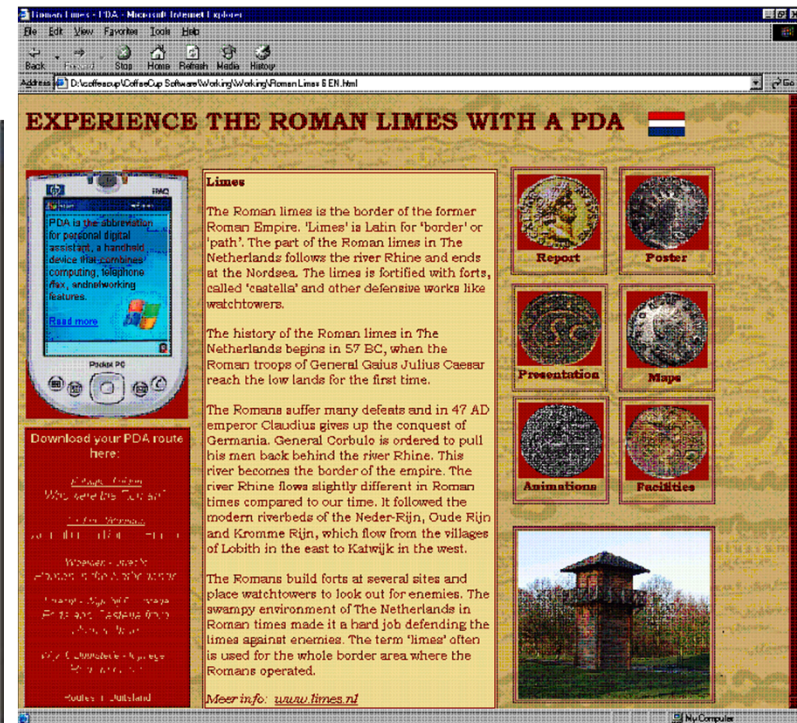
Fill in:

- starting point
- distance of your round trip
- landscape preferences

Product is the best fitting round trip according to your preferences

Interface

- All kind of Geo-related audio, video, text and pictures information
- Experience levels



Research

- How people search
- Save and analyze the preferences
- Experiences



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Thanks for listening

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