



VISITO



Visual Support to Interactive Tourism in Tuscany

The project **VISITO Tuscany** (Oct. 2009 – Sept. 2011) is co-funded by the Tuscany Region within the Regional Operational Programme (ROP) - European Regional Development Fund (ERDF), and coordinated by **ISTI-CNR** in partnership with **Alinari 24ORE** (Gruppo 24 ORE), **Hyperborea**, **3logic**.

The Purpose of the project is to develop an advanced system helping tourists to visit the cities of art in Tuscany through an interactive and advanced tour guide service available on smartphones and on the Internet.

The system will be based on innovative technologies aiming to offer a complete and aware use of the immense Tuscany cultural heritage.



Some of the functionalities that will be provided

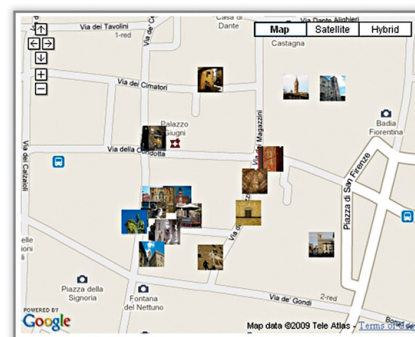
- The user takes a picture through its mobile device, the system automatically recognizes the caught objects and interactively provides detailed information;
- The user receives customized tourist suggestions, automatically generated according to his location, context and interests;
- Pictures taken by the user are placed in a high resolution 3D model of the urban context caught, which can be displayed by the user and kept as memory of the tour.

Scenarios

Before the tour and after the tour: virtual tour through browsing of images and 3D models, get detailed information, plan the tour.

During the tour: automatic localization of the user, automatic generation of tourist information and customized suggestions.

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ALINARI 24ORE



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