



Successful Field trials in Siena, Italy on 12 October 2010

On the 12 October 2010 the ImaGeo project's field trials successfully managed to raise attention in the local news and could welcome representatives from press, service/technology providers of municipalities and Siena users. The event was hosted by the municipality of Siena and took place in the conference room "Sala Maccherini" of the Palazzo Berlinghieri, Piazza del Campo 8, Siena, Italy. At the meeting the participants were introduced to the current system and gained insights on ImaGeo and its „Travelling with your 6th sense“ features and had the opportunity to experience ImaGeo in the beautiful surroundings of the Piazza del Campo. To follow their trail please visit <http://www.imageo.mobi/ui/TrailDetails.aspx?trailid=5020>.

ImaGeo supports touristic professionals, municipalities or other natural/cultural heritage centres to easily publish touristic trails and routes, share them and integrate them into their own web site offering without the need to build any infrastructures. Furthermore, the touristic professionals gain insights and analytics on how their destination is perceived and can improve their overall touristic offering.

Business and leisure travellers can also use ImaGeo to augment their travelling experience by sharing and retrieving information regarding cultural attractions and associated routes with one click.

The ImaGeo system is built on developments and expertise of the project partners in open service-oriented architectures, advanced solutions for experiencing, searching and accessing geo-temporal media content and mobile delivery, and access of media content. The project partners are the:

- Hogeschool voor de Kunsten Utrecht, <http://www.hku.nl/>, responsible for the development of the back-end and its services
- IN2 search interfaces development Ltd, <http://www.in-two.com/>, leading the dissemination activities and contributing visual search and visual similarity services
- Spring techno GmbH, <http://www.springtechno.com/>, main developer of the web client
- Neos Sistemi Srl, <http://www.mobc3.com/>, main developer of the mobile client

Further information on the event (presentation slides, feedback survey, video) and on the ImaGeo system can be accessed at <http://www.imageoweb.eu>.

For visual material and more information please contact:

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