New technology, new products

Smart Systems
SMART TOURIST GUIDE

BEYOND THE TOURIST EXPERIENCE
THE FUTURE HAS ARRIVED

Now when tourists visit a city, they can enjoy a better experience with Smart Tourist Guide.
What is Smart Tourist Guide?

This tool allows tourists to enjoy a new, totally innovative experience with the latest audio guide for the tourism sector.

Users can enjoy their route on their mobile device using our software.

Geolocalization using GPS, real time audio guides, images, videos and the possibility of buying tickets for sites of cultural interest.

Your company will be able to receive statistics on each user so you can see which service points can be improved.
• Information on map localization (gps)
• Information on places of interest (automatic content generation)
• Listen to the audio guide in real time
• Save places of interest
• Receive tips
• Buy tickets on the spot
HOW IT WORKS?

As easy as pushing a button
Step by step

01 They connect to the WiFi network

02 The interface appears automatically

03 They choose their language and type of tour

04 They put on the headphones

05 They enjoy the experience

Travellers board the tourist bus
When the user accesses the tourist bus WiFi network, **they can automatically access the route’s webpage** through their mobile phone’s browser.

When starting, the user can **choose the language that they prefer**, as well as **choosing the type of tour** (cultural, kids, sports...)

There’s a start screen with an image of the city, information on places of interest, ticket purchase option, interesting facts and tips (like where to eat, go out...)
The Interface:

LONDON GO

When starting up via GPS, users will see their current location and the route that the bus will take. The nearest point of interest for tourists is also shown.
The Interface:

INFO & TICKETS

When the vehicle is close to a point of interest, **the device plays the voice-over, and users hear the narration about what they’re seeing**; the screen shows the place of interest, with an image, explanation, the option of saving the place, and the optional ticket purchase button.

As the tour continues, the screen returns to the map and they continue to see the next destinations. Detailed information is shown each time that the bus gets close, and this is repeated until the route ends.
The Interface:

BUYING TICKETS

The option of selling tickets is an extra way of **monetizing the service**.

Users will undoubtedly appreciate the ease of purchasing or reserving through the application

- **Extra income through stakeholders**
- **Acquisition of information and profiles of clients**
- **Maximization of benefits at no cost**
Benefits

Because it’s not an app, there’s no need to download anything

Doesn’t use up data

The user interface can be personalized according to interests, type of tour, city and age

All languages are available, without limit

Income from providers with the sale of tickets

Statistics and information of interest
Integration with other Applications.

Smart Tourist Guide for all.

The system allows integration with other tourism applications.

Our application doesn’t replace nor eliminate the corporate APP, it is fully compatible with any app through the use of iframe.

We are adding a plus value within the sector.
Descriptive texts:
Those who can’t hear can see

Our guide allows the user to see even if they can’t hear, by reading the narration of the voice-over on the device’s screen.

The text is synchronized with the voice so that it’s very easy for those with hearing difficulties to follow the tour.
Reports and statistics

Acquisition of information and user behaviour data

The application allows the acquisition of statistics to better understand users, draw conclusions and be able to improve the service.

Services in sales channels are also improved through conversion information.
What makes it possible?
Our professionals install a hub that makes the transmission of data possible through WiFi.

Our technicians will support the client according to their needs, with comfort and simplicity.
For any vehicle

It’s not just for buses, but any vehicle or means of transport that takes a route through places of interest for tourists.

- Boats: “Vaporetto” in Venecia
- Boats: Duero cruise ships
- Train: Peñíscola Train. Bodegas Torres
- Minivans: Paris CityVision
We adapt to existing audio content. There’s no need to create new content, scripts, translations, nor make recordings in a studio.

Hybrid system. We can combine with existing technology and add the new one without alterations. There’s no major investment.

The service is compatible with all multilanguage systems on the market.

We have an efficient technical assistance service, with worldwide cover.
Behind the product is a company with more than 15 years’ experience specializing in audio guides for tourists.

Worldwide cover: we are present in more than 50 cities, in more than 20 countries.
Thanks!

Thank’s!
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