

Torino, 12 March 2010

TECHNOLOGY FOR TOURISTS

FROM THE NEW INTERACTIVE DESTINATION WEBSITE WWW.TURISMOTORINO.ORG
TO MICROSOFT TAG TECHNOLOGY!

Organising holidays on the Net is in continual expansion and, despite the world recession, it's an area bursting with health. Tourists increasingly like the idea of the *dynamic package* which offers the possibility of organising a trip by buying and combining all the services best meeting personal needs. Collecting information about your destination is normal, but doing so on the Net is a must!

Taking heed of this market situation, Turismo Torino e Provincia - which has always had an eye open for technological innovation applied to promoting the territory - has created a new destination website in Italian, English and French (shortly to be also in German and Spanish).

As explained by Livio Besso Cordero, President of Turismo Torino e Provincia: "WWW.TURISMOTORINO.ORG has undergone a reorganising of its contents to meet the needs of a huge provincial territory, and is flexible in the way of providing information, to be more in line with and attentive to the needs of tourists. But the key factor is that the new ATL website has moved on from just being a "showcase" to becoming a site where tourists can be fully in control of their holidays".

This is a continually evolving site and, as of today **Friday 12 March**, it is integrated in the new Microsoft Tag technology, making Torino the **first "colour tagged" city in the world!** What does this mean? It means using TAG MOBILE, innovative technology that turns the everyday actions of the real world into real-time online connections with information and entertainment. Already used for several years in its black & white version, lacking identity or the possibility of customising the graphics, now it is in full colour and, above all, connected to the world of tourism. From the mobile phone, after having installed a special programme free of charge, with a simple snapshot or scanning of a tag wherever it happens to be, it is possible to get immediate access to websites, videos, discussions, reviews, etc.

So all you need is one of the more recent generation mobile phones, download the application free of charge from <http://gettag.mobi> and then BROWSE, CLICK and HAVE FUN at www.turismotorino.org.

All of this thanks to the Microsoft Tag technology which, although soon to be launched around the world, already now allows Torino - "always the first" - to become a 'case history' in its own right. The idea, conceived and developed by mediaKi.it (Web and Online Communication Agency of Torino), Microsoft's technological partner, has been rapidly embraced by Turismo Torino e Provincia working in close collaboration with the City of Torino.

So don't be surprised if, when wandering around the city today, you catch sight of a coloured tile on the floor in front of various tourist attractions in town. Stop and take a look: a graphic object, a sort of personalised coded symbol - i.e. a "TAG" - will enable you to immediately enter a world unknown up to now, full of information and explanations. Just take a snapshot and you will be transported from real life to the virtual world of the Net of Turismo Torino e Provincia by the opening of a page dedicated to the TAG photographed. In a second stage, the TAG can reveal further information, providing explanations in text format, video or MP3, seen in VRML3D format or accesses to reserved areas.

So which are the "tagged" locations? The main museums - from the Egyptian Museum to the National Museum of Cinema, Palazzo Madama, MAO-Museum of Oriental Art, GAM-Civic Gallery of Modern and Contemporary Art, and the Borgo and Rocca Medioevale Museum Site. Then there are the Duomo, the Carignano Theatre, the historical café Al Bicerin and, lastly, Piazza Castello with the terminus of the CitySightSeeing Torino bus.

This is a unique project, offering multiple possibilities for development and application together with the town's "partners" involved. It is a first step for Turismo Torino e Provincia in a more extensive project of promotion and communication in which ATL is strongly committed to the use of the Net, so as to promptly and thoroughly respond to demand for an increasingly competitive and interactive market!

Partner istituzionale



Partner tecnologico



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