

# First m-ToGuide Newsletter

## First m-ToGuide Newsletter

January 2003



### m-ToGuide Newsletter Content:

1. m-ToGuide project overview
2. The consortium
3. The project process
4. Results of the internal demo in Sienna



# First m-ToGuide Newsletter

January 2003



## The m-ToGuide project overview

With millions of tourists travelling throughout the European continent every year and a mature-, European cellular telephony market in full force, the idea to develop a state-of-the-art, mobile tourist guide/service was born. m-ToGuide is a project sponsored by the Information Society Technologies (IST) Fifth Framework Program of the European Commission. The project is targeted for the European tourism market and will offer tourists a broad array of information and services. A portable, handheld terminal is used to exchange information between the m-ToGuide system and the tourist. GSM/GPRS cellular telephone networks and the Internet provide the transmission backbone of the system. All information and services delivered to the tourist will be relevant to his/her specific location (location-based) tailored to that end-user's personal profile.

## The m-ToGuide consortium

A total of 17 companies, representing a diverse range of knowledge and experience – from tourism and mobile communications to telecommunications, IT consulting, and geomantics – from 6 European countries are involved in this EU-sponsored project. Motorola, the consortium leader, is currently developing the mobile m-ToGuide terminal. In the pilot tests, which are due to begin in May 2003 in Sienna, Madrid, and London, holiday-makers will be able to use the terminal with the m-ToGuide software for the first time in “real” tourist situations.



# First m-ToGuide Newsletter

## First m-ToGuide Newsletter

January 2003



### Project process 2002

May 02:

- § Kick-off meeting

June 02:

- § Definitions of end-user needs and service requirements

August 02:

- § Service Scenarios, Applications, Contents and Languages Requirements  
Operation and Support Requirements

September 02:

- § Exploitation Road-Map

November 02:

- § Internal demo in Sienna
- § System Specification CDR
- § Help Desk Specifications

### Forecast project process 2003

January 03:

- § Field trial plan approval
- § System development milestone approval (M1)
- § Application and mediation integration
- § Terminal design and specification
- § m-ToGuide terminal prototype presentation and demonstration

March 03:

- § Final developments M2 & M3
- § System integration
- § m-ToGuide tour guides

April 03:

- § System demonstration in the LAB
- § Trial configuration and installation
- § Pre trial launching

May 03

- § Field trials in London, Sienna and Madrid

June 03:

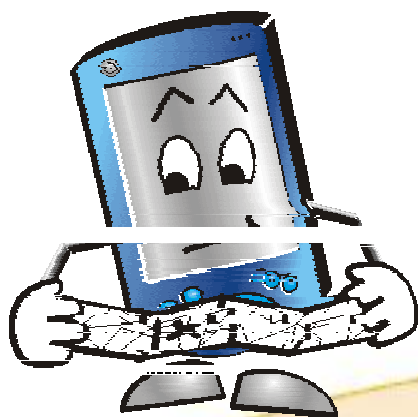
- § m-ToGuide Seminar in Italy

September 03:

- § Field Trials final review including conclusions and recommendations

October 03:

- § m-ToGuide Final Report
- § Evaluation report on technical and system usability aspects



# First m-ToGuide Newsletter

## First m-ToGuide Newsletter

January 2003



### Results of the internal demo in Sienna

The m-ToGuide project held its demo in Sienna, Italy on November 13th 2002. 30 representatives from among 14 consortium partners participated in the event.

Following objectives were defined before:

#### General objectives of the demo

- § To evaluate the end-user requirements.
- § To enable early marketing exposure of m-ToGuide system and to attract potential customers, due to ability to showcase a functioning demo at future, promotional events, i.e. conferences, trade shows.
- § To achieve milestone of the system's development & integration process.

#### Technical goals established for the demo:

- § To incorporate the use of the main system components and to verify their interaction, in order to quicken subsequent development. These main components are the SmartWizard, Mediation, Personalization and the Terminal.
- § To evaluate the system's major technical concepts, including Client-server, APIs, Communication, Technical issues associated with the terminal
- § To collect participant, i.e. end-user, feedback concerning the demo.

The user test groups could choose to demo the following terminal and m-ToGuide services:

- § Modify the end-user's personal profile
- § Sienna using the BASIC Tour route.
- § Tour Sienna using the RELIGION Tour route
- § Tour Sienna using the ART Tour route
- § Receive NEARBY suggestions from the system, based on the personalization, definitions and the current location of the tourist.
- § Review BASIC INFO content of any Sienna tour's point of interest (POI). This included both text and audio information.

The audio and text content for the Sienna Demo was supplied by Atenna Audio.



# First m-ToGuide Newsletter

## First m-ToGuide Newsletter

January 2003



Each tour was presented superimposed upon a relevant street map. These maps were in raster and vector formats. The GPRS data network infrastructure was supplied by WIND and call delivery by Telefonica Móviles inter-system ROAMING.



### Software Applications

Two software applications were presented by the partner. The first was the WTester - a PC-based, client application, developed by Motorola Israel- that simulates the service for the end-user.

The second was a PDA client application, developed by CAS/YellowMap. The PDA client application demonstrated the system's use of the local servers, using a WLAN (indoor), and the remote servers, using the GPRS network & the Internet (outdoor).

One of the terminals was operated using a Bluetooth connection between the PDA and a GSM/GPRS phone.

The day following the demo in the field, the participants were de-briefed about their experience. The session included an open discussion where partners contributed their comments and concerns. Additionally, a sub-set of the demo participants completed questionnaires about their experience.

### Results:

The demonstrated functionality fulfils the "Basic Service" package specifications given that certain modifications are made. The demo's primary, strong point was its content.

The Sienna demo's defined goals were achieved. The consortium possesses a basic implementation upon which to modify and further develop.

The WLAN, the PDA client application and the PC-based client application (the WTester) successfully proved themselves in support of demonstrating the system's capabilities.

