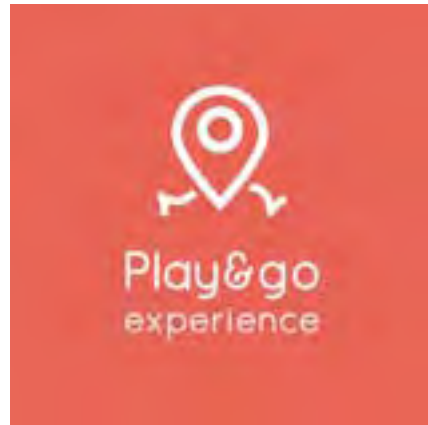


PLAY&GO EXPERIENCE

This company helps tourist organisations with their digital transformations through technology: gamified digital guides, smart data platforms, digital tourist treasure hunts and integrated tourism experiences.

www.playgoxp.com



Collaborating member of the Smart Destinations Network



GAMIFIED MOBILE GUIDE

Experiential mobile digital guide that connects the physical and digital worlds. Mobile digital guides that geolocate

Points of Interest (POIs) on a map in 2D and 3D with multimedia information and encourage visitors to move around the destination to complete missions through gamification.

The innovation and intelligence of the tourist guides come from a combination of four elements:

1. **Geolocation:** spatial identification of resources and services at a destination about which multimedia information is provided.
2. **Gamification:** the use of gaming techniques in the territory to motivate visitors and improve their experiences.
3. **Datification:** the use of data generated by visitors, duly grouped and anonymised, to improve their experience and help in the destination's decision making.
4. **Augmented reality:** digital elements are used to improve the information and connect the physical and digital worlds.

The value proposition of this solution is based around four aspects:

1. **Innovation:** offering an improved visitor experience through gamification, geolocation and augmented reality, as well as the automated collecting of data.
2. **Modular technological platform:** through an app builder technology platform that enables the generation of mobile apps and enriches or modifies them, adding and eliminating modules to adapt them to the needs of each destination, including integration with third-party applications.
3. **Short development time:** the platform enables the development of the apps in a very short time, which can range from two to four weeks, resulting in a fast and efficient solution.
4. **Reduced prices:** the "app builder" model, together with training and the ongoing improvement of each app, incorporated into the next one, allows for a very competitive pricing policy, reducing the market price of the product by more than 80%.

Scope of smart destination application

Technology

Solutions for destinations in the following areas



Type of solution

