Glosario
Iconográfico

Inicio

OK LOCATED

This company offers a series of services using Bluetooth technology, facilitating communication with citizens and tourists, and providing them with relevant information about their surroundings - advertising, tourist information about the city and the rural environment in an accessible way. Quick and easy to implement.

www.oklocated.com

OK
Located ©
BLUETOOTH SOLUTIONS

Collaborating member of the Smart Destinations Network

OK Located
miembro colaborador
Red DTI

OK LOCATED

The company aims to assist cities with digitalisation through a model of public-private collaboration, integrating the different players that live side by side from the perspective of a Smart Destination or City: residents, businesses, companies and city councils.

Using Bluetooth digital signage, they have created an ambitious smart platform which is compatible anywhere in the world. This means that a change of apps for every change of location is unnecessary, and there are no issues related to mobile or GPS signals indoors.

The objective is to reactivate the destination and revitalise tourism, events and commerce through digital signage. The technological platform, based on Bluetooth technology, features interactive information services needed by tourist or local resident users, such as:

• Tourist information, beaches, monuments and culture
• Promotion of local commerce, products and services
• Information on cultural and leisure events in the city
• Information on wine tourism and gastronomy
• Information on routes, hiking paths, mountains and beaches.

It includes several languages and works through Bluetooth technology and users' smartphones.

It has a positive impact, reactivating and promoting tourism in the city and local trade through technology, boosting the economy and employment, and promoting tourist autonomy and consumption.

It is quick, simple and cost-effective to implement. Currently, over 100 municipalities and more than 1,200 points of tourist interest in Spain have been digitalised and expansion in Latin America is now underway.
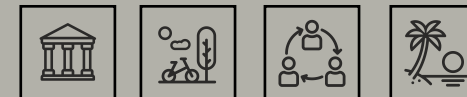
It complies with the SDGs: economic growth, sustainable cities and responsible consumption.
Solutions for EU, EDUSI, GDR, FEDER and Next Generation projects.

The company won first prize for best technological initiative in Spain for boosting retail commerce in a rural environment awarded by the Ministry of Industry, Trade and Tourism, FEMP and Correos Labs, for introducing solutions for the development of economic and rural tourism while at the same time helping to meet several of the SDGs.

Scope of smart destination application	Solutions for destinations in the following areas	Type of solution
Technology **Governance**		