

# UNBLOCK (LOKOVICE S.L.)

Technological company specialised in the digitalisation of destinations.

[www.unblockthecity.com](http://www.unblockthecity.com)

**unBlock**  
LA CARA SMART DE LA CIUDAD

## UNBLOCK: THE SMART SIDE OF THE CITY

### A platform specialising in digitalising destinations

unBlock is the first platform to connect the city with businesses and people to develop Smart Destination projects. Users can find all of a city's services, tourist information and business information in just one app, which aims to improve residents' experiences.

The platform allows any space to be communicate with local residents in a personalised and effective way. It also understands user interactions, interests and behaviour, and so is able to assist with decision making regarding different spaces, and the governance of Smart Destinations.

### Smart QR codes on any device and in any location

Through unBlock smart QR codes, each tourist has a different, personalised experience. Venues and businesses can discover their potential audience, and decide which content they wish to show to each type of profile.

The unBlock app is able to distinguish who is scanning it in order to offer them content in line with their interests. In other words, two people will receive different information from the same QR code, based on what they like.

### Management for spaces and cities

Through a unique user ID, unBlock provides public and private spaces with services like access and capacity control and notification management to give the managers and visitors in a space or city more powerful management and communication capabilities in real time.

### Qualified data platform

The integration of different data sources and the steady collection of data via the constant use of the app by tourists in the city results in both in a better user experience for these tourists and highly qualified data that covers interactions, use of services, the target audience's interests and information about tourist flows, enabling the tourist destinations and spaces using unBlock can make better decisions.

Scope of smart destination application

**Governance  
Technology**

Solutions for destinations in the following areas



Type of solution

