SISMOTUR

Consultancy firm specialised in the implementation of advanced smart tourism signage and information systems.

www.sismotur.com

Collaborating member of the Smart Destinations Network

SIGNING

Signing is a cloud-based service developed by Sismotur for the **planning, management and use of signage**, and has been used for the drafting of more than 100 plans for territorial and urban tourist signage in Spain and Portugal.

The definition of a **comprehensive plan for smart tourist signage** has a scope that goes beyond the definition of a manual on how to implement signage and must consider all the complexities involved in the process of defining, designing and updating signage, as well as the incorporation of new information technologies associated with smart signage systems. For this, Sismotur proposes a proven methodology that has been successfully applied in numerous tourist destinations.

While the methodological approach to the signage model can be simple in its expression, the implementation of the process of planning, design and management of signage and associated smart tourist information requires specialised technological tools.

Signing allows the management of all **georeferenced information** (inventory of posters and designs, location of facilities, resources and points of interest likely to be signposted, location of beacons and Geofencing), and with the help of a graph of the entire road network carry out an analysis of signage and obtain information on directional signposting.

The Signing service has different modules to enable the creation of inventories, the drafting of master plans, incident management and tracking of signage execution, and to manage the inventory of the digital connectors of smart signage (QR codes, NFC chips and Beacons). Its digital content is managed with the Inventrip platform's web service.

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