

SMART TOURISM TECHNOLOGIES

The company Smart Tourism Technologies SL has helped tourist destinations easily and accessibly achieve their digital transformation with AUMENTUR, the #Smart #Tourism solution.

www.smarttourism.es



Smart Tourism Technologies

Collaborating member of the Smart Destinations Network



AUMENTUR

AUMENTUR permits tourism and heritage managers to offer their visitors **personalised and accessible multimedia content on their mobile devices through their free app** (native iOS and Android).

The tool acts as a single repository of tourist information for visitors, who should only download the content pack of the place they are visiting (museum, city, monument, etc.), without the need to download additional apps. The customisable packs allow content in different formats to guarantee a complete sensory experience: audio, video, texts, 360° videos, 3D models, virtual reality, augmented reality, etc., and in **any language**.

The activation of content via numbers, QR codes, Bluetooth or GPS guarantee that the visit takes place without the need for any physical contact or exchange of materials. The user only needs to touch their own mobile device.

The objective of AUMENTUR is to **facilitate** the work of tourism managers and optimise visitor experience:

- Greater flexibility:
 - > Immediate implementation and real-time content updating
- Lower costs and greater sustainability:
 - > Always updated, and no maintenance or hardware costs
- Visual and cognitive accessibility
- User messages and notifications
- Tourism Intelligence Panel based on Big Data generated by the app.
- Additional services to support destinations:
 - > The creation and production of video and 3D content
 - > Translations
 - > The creation and uploading of content

AUMENTUR is a cloud-based platform, meaning it always supports the latest versions of operating systems, and clients don't need to worry about maintenance.

AUMENTUR promotes, at no extra cost, consultancy on the content published in the packs and customised performance reports, as well as promotion of destination on social media.

Scope of smart destination application

**Technology
Governance**

Solutions for destinations in the following areas



Type of solution

