

MPact your visitors

THE CHALLENGE

Demands and needs of visitors at a location have changed significantly in recent years. In the past, a visitor was limited to a simple collection of information from a non-interactive web site.

Today, new technologies offer the ability to seek highly detailed information and through photos, videos and three dimensional images, to form an impression of the area before actually visiting. For this reason, a foremost priority is to digitally promote cultural centers for interested visitors by using advanced technologies.



THE SOLUTION

The proposed System involves the development of a Web Portal for enhancing and promoting cultural infrastructures, of Public or Private Organizations, using new technologies. The system will consist of a set of applications which will interact:

- | A Cultural Web Portal
- | A Cultural Web Map
- | Virtual Tours



The Cultural Web Portal will be the central application, through which visitors will have access to the others.

The users will be able to structure the application's content, with their comments and opinions, upload photos, participate in polls, etc. Along the basic mapping infrastructure, oblique aerial photographs can be used, giving the feeling of flying in a three-dimensional environment.

The system allows also Virtual Tours in selected areas of cultural interest. Exploiting points of interest with high-resolution panorama images, air videos and photorealistic three-dimensional model allow the user to be immersed in the area.

