

## Field trials

Two main test sites have been identified in order to evaluate the effectiveness and future potential of a system like iTACITUS in the field. The two test sites are:

- Winchester, Hampshire, UK
- Torino, Italy

The Winchester test site is focused on The Castle complex, encompassing important cultural sites such as the Great Hall, Westgate and Military Museums, and the Castle Passageways. Hampshire County Council is the lead partner in organising and managing the field trials at the Winchester test site.



# iTACITUS

Consortium



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Intelligent Tourism and Cultural  
Information Through Ubiquitous Services

iTACITUS is a three year research project which commenced in September 2006. It is co-financed by the European Commission under the Information Society Technologies Programme.



British Maritime Technology



Centro Studi sui Sistemi di Trasporto



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Hampshire  
County Council



SIXTH FRAMEWORK PROGRAMME





Intelligent Tourism and Cultural Information Through Ubiquitous Services

Hampshire County Council is a partner in the iTACITUS project, which aims to provide visitors with personalised itineraries by integrating state of the art, multi-modal and mobile journey planning and navigation technology with cutting edge cultural information presentation. This will enhance the visitor experience by providing a compelling multimedia package and will help reduce the use of private cars for visitor related activities.

## Introduction

Winchester will be a demonstration area for the iTACITUS project. As an excellent example of an historic cathedral city, it is home to several significant visitor attractions and cultural heritage sites, including the legendary Arthurian Round Table. Each year, Winchester attracts 270,000 staying visitors and 4 million day visitors. This is significant to iTACITUS because, with a relatively short stay and a high number of attractions, the need for a planned itinerary and enhanced information will be high.



## Personalised journey planning

iTACITUS will create flexible travel plans that utilise public transport, cycling and pedestrian routes to guide visitors to attractions. Using iTACITUS, the user will be able to plan a full day of sightseeing, with instructions given for the most appropriate mode of transport for each section of their journey. iTACITUS will also be able to modify and reschedule an itinerary to compensate for delays or to allow the user to remain longer at a particular attraction.

## Enhanced information delivery

Once at a chosen location, the user can point their mobile device at a specific point of interest to receive rich content information about it, including:

- Visual interpretation of what a site once looked like through overlay images
- Animated stories and virtual sounds describing what once took place at that site
- Detailed descriptions of the site and its cultural or historical significance

