



Govern
de les Illes Balears

2007-2013 Illes Balears
una manera de hacer europa

INVERTIR EN EL TEU FUTUR



Unión Europea
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“Watch About! Presentation as a platform for the creation, management, publishing and consumer touristsguides”

Quick overview of the 3 consumption tourist guides platforms:

- Watch About! Web Edition as a web platform from which you can manage and view all the guides available , both from desktop computers and from mobile phones using a browser.
- Watch About! Player Edition application as "ideal" for consumption guides for tourists, for the 3 major platforms "apps " WINDOWS PHONE, ANDROID and IOS.
- Watch About! Kinect Edition, application designed for KINECT that allow tourists to choose better which guides are the most interesting according to their preferences, physical conditions and free time to download it later to mobile devices.

Demonstration of implementing WATCH ABOUT! around the town of Andratx, conducted by the " City Council of Andratx " with the installation of KINECT devices in the 4 tourist offices, in addition to collaboration and installation at hotels from the area. Presentation of the advertising model and graphic documentation that have been needed to promote the consumption of cultural guides created for this purpose, which cover much of the territory of Andratx with detailed information about heritage, culture, traditions and paths.

