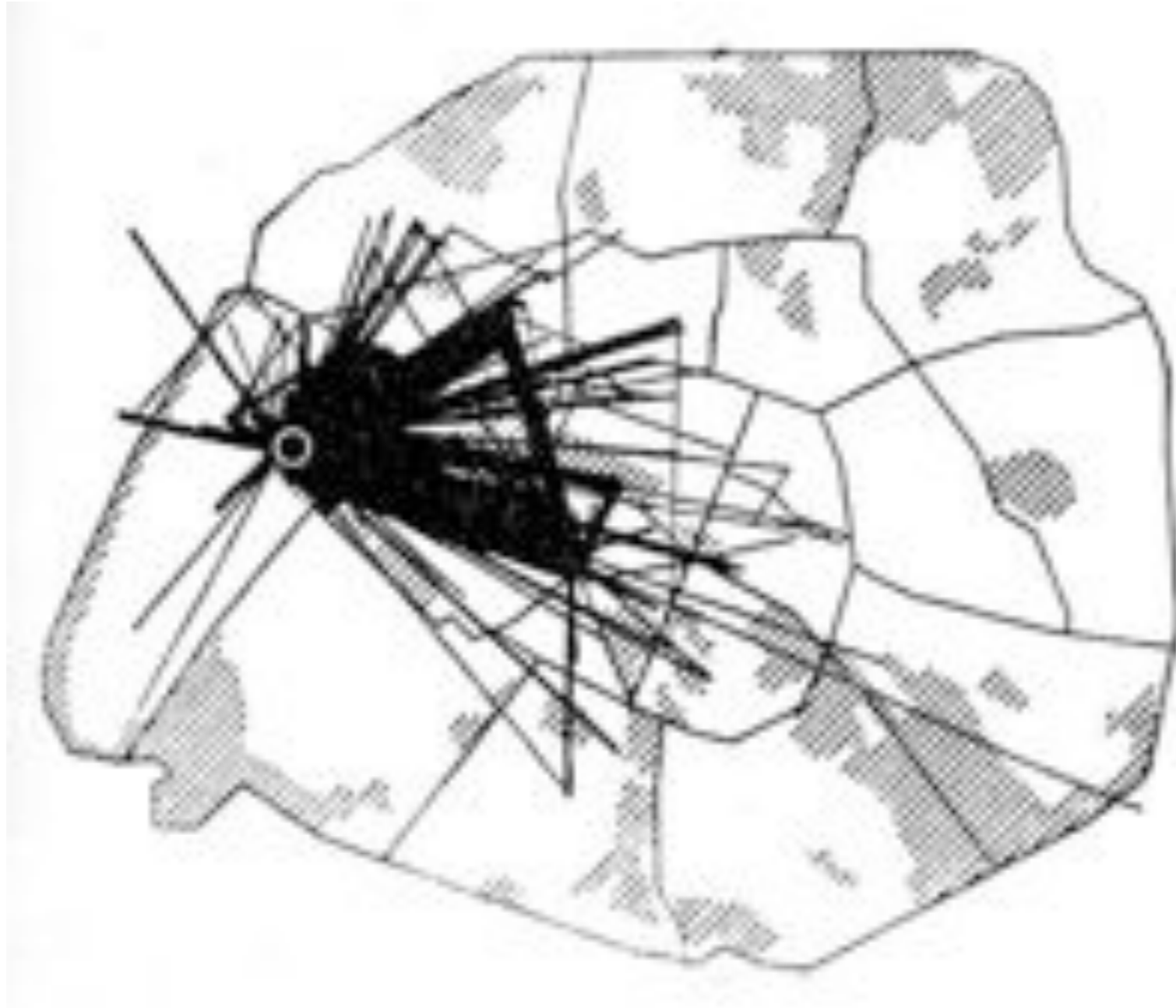


the near future of tourism services based on digital traces



nicolas nova
21.10.2010 | Swiss e-Tourism Forum

lift Lab.

Les médias géolocalisés

Comprendre les nouveaux espaces numériques



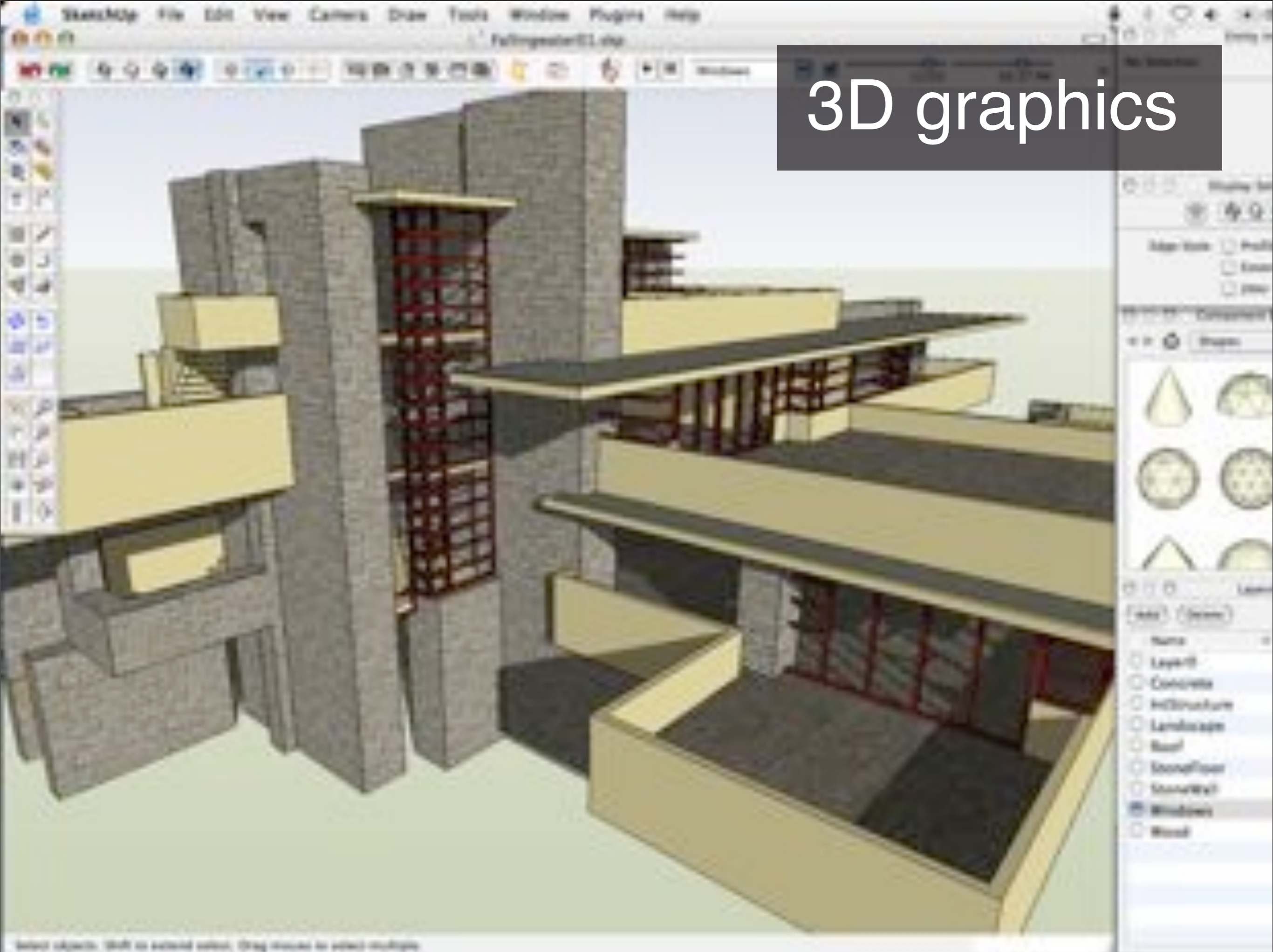
Nicolas Nova



innovation

A SYNCHRONICITY DESIGN FICTIONS FOR ASYNCHRONOUS URBAN COMPUTING

THE ARCHITECTURAL LEAGUE OF NEW YORK
EDITED TECHNICAL PAMPHLETS 8
JULIAN BLEECKER AND NICOLAUS NOVA



3D graphics



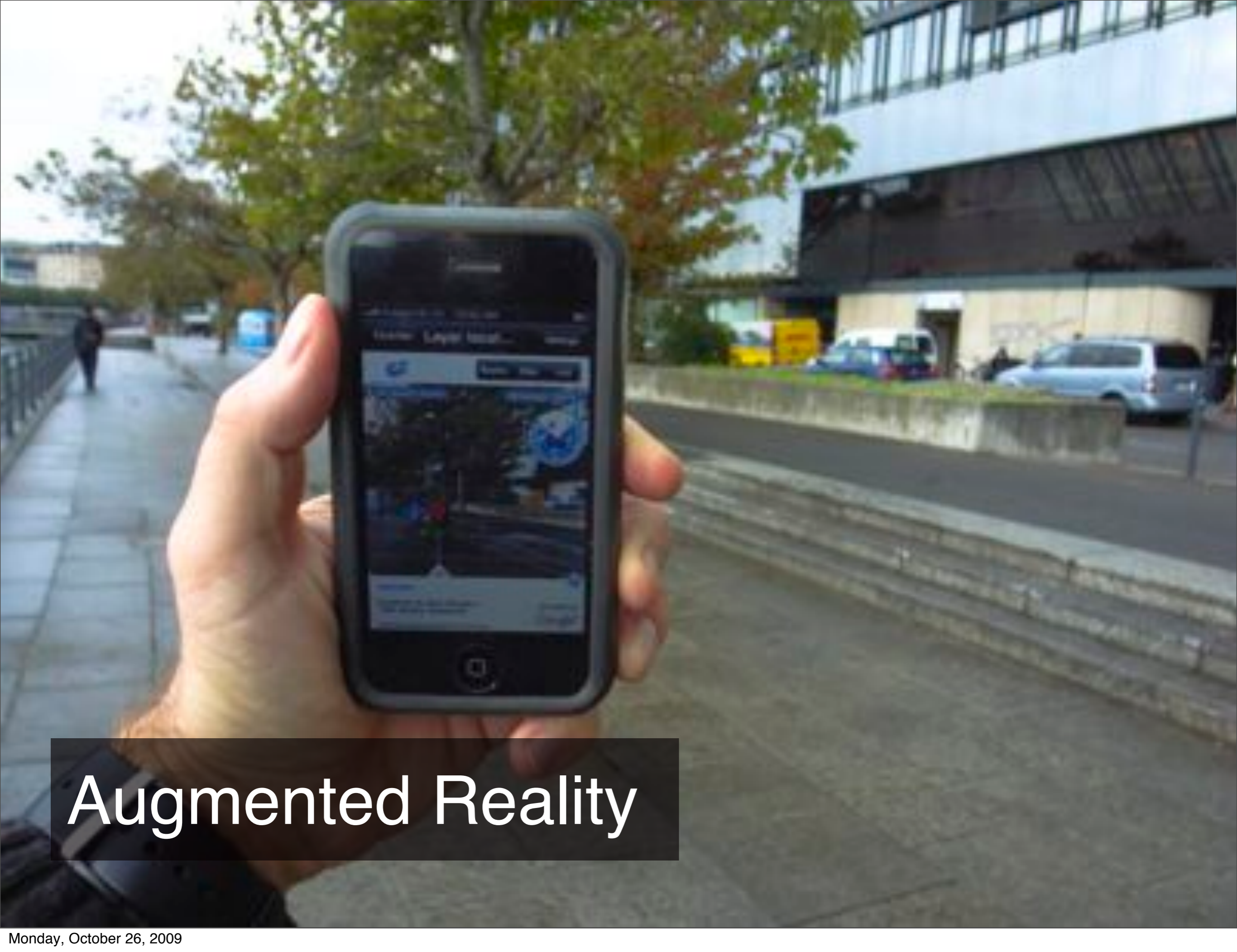
View your Facebook® friends' latest Loopt posts if they're sharing with Facebook® Connect



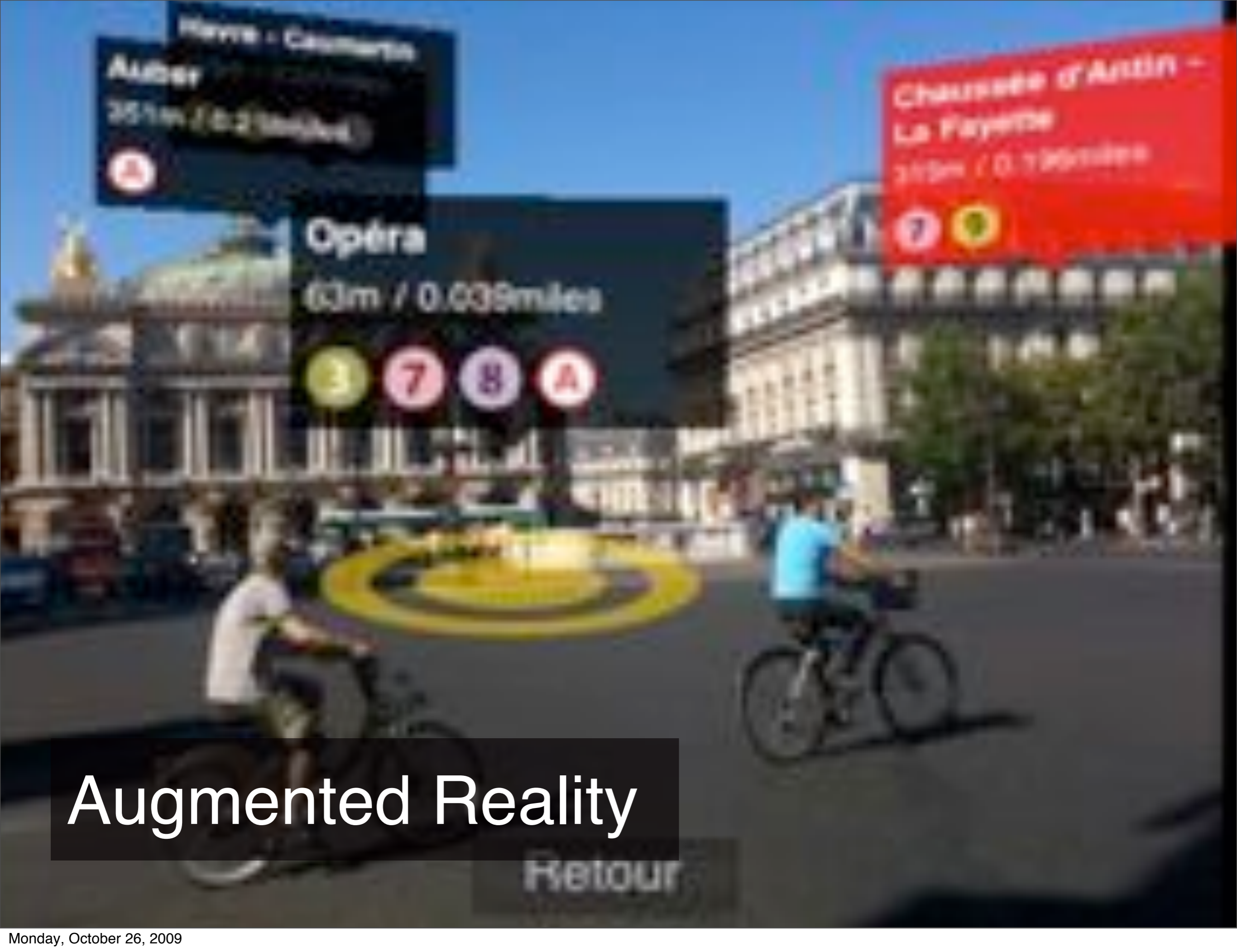
- Add as Loopt friend for live location
- Call Heather
- Text Heather
- View Facebook® profile

Notifications when your Facebook® friends get Loopt in!

Location-based services



Augmented Reality



Augmented Reality

driving force:
“data is the new intel
inside” (Tim o’reilly)

Nike + iPod

Meet your new personal trainer.



Hear how you run.

With Nike+ running shoes and a Nike + iPod Sport Kit or Sensor, your iPod nano, iPod touch, or iPhone 3GS will motivate you mile after mile.

[Rock and run ▶](#)



Hear the burn.

Connect your iPod to a Nike + iPod compatible cardio machine at the gym and track your progress from one workout to the next.

[Rock the gym ▶](#)



Social practice: “personal informatics”

Nike + iPod Sport Kit
Just \$29

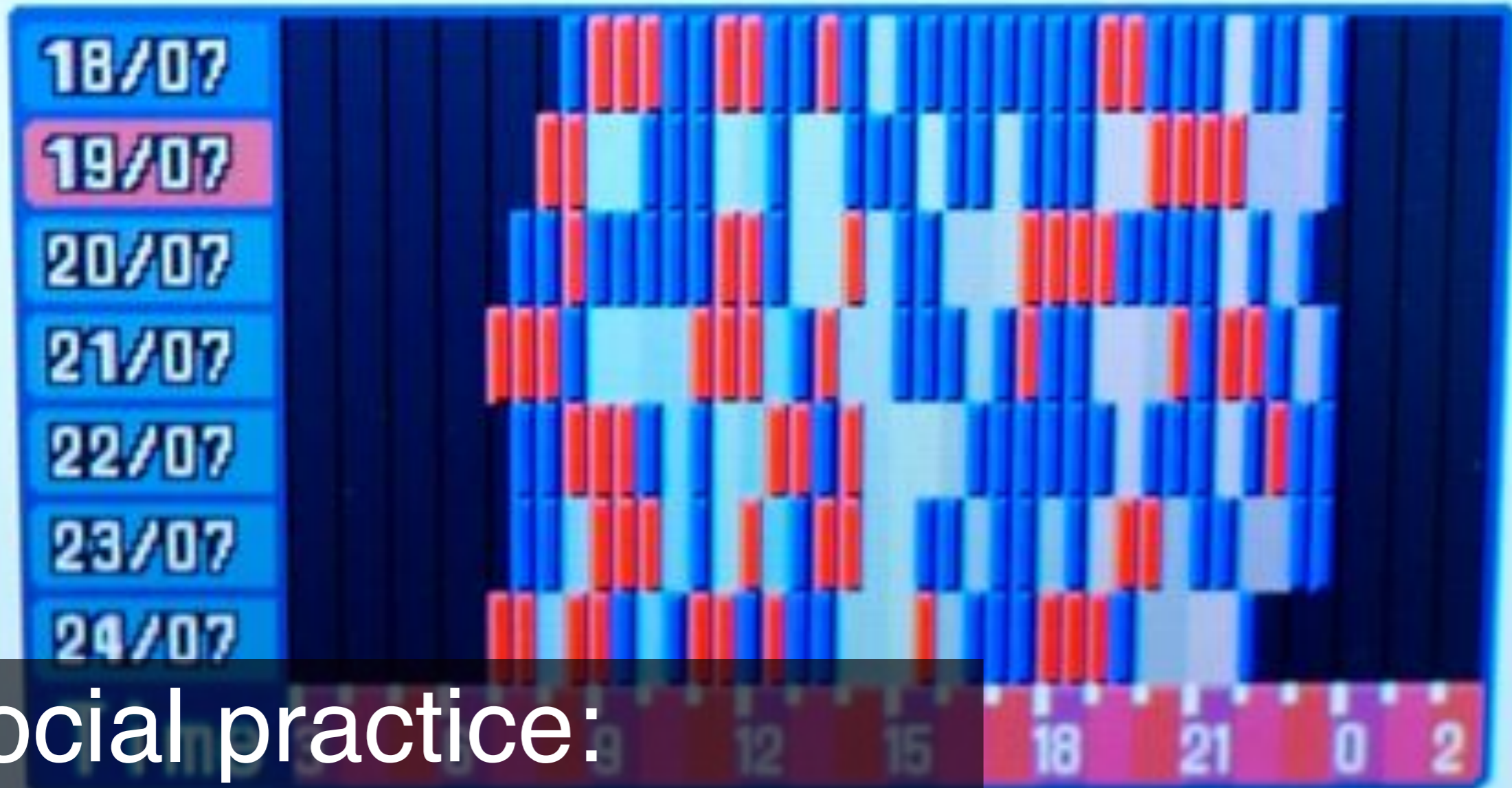
Call 1-800-MY-APPLE

[Find an Apple store ▶](#)

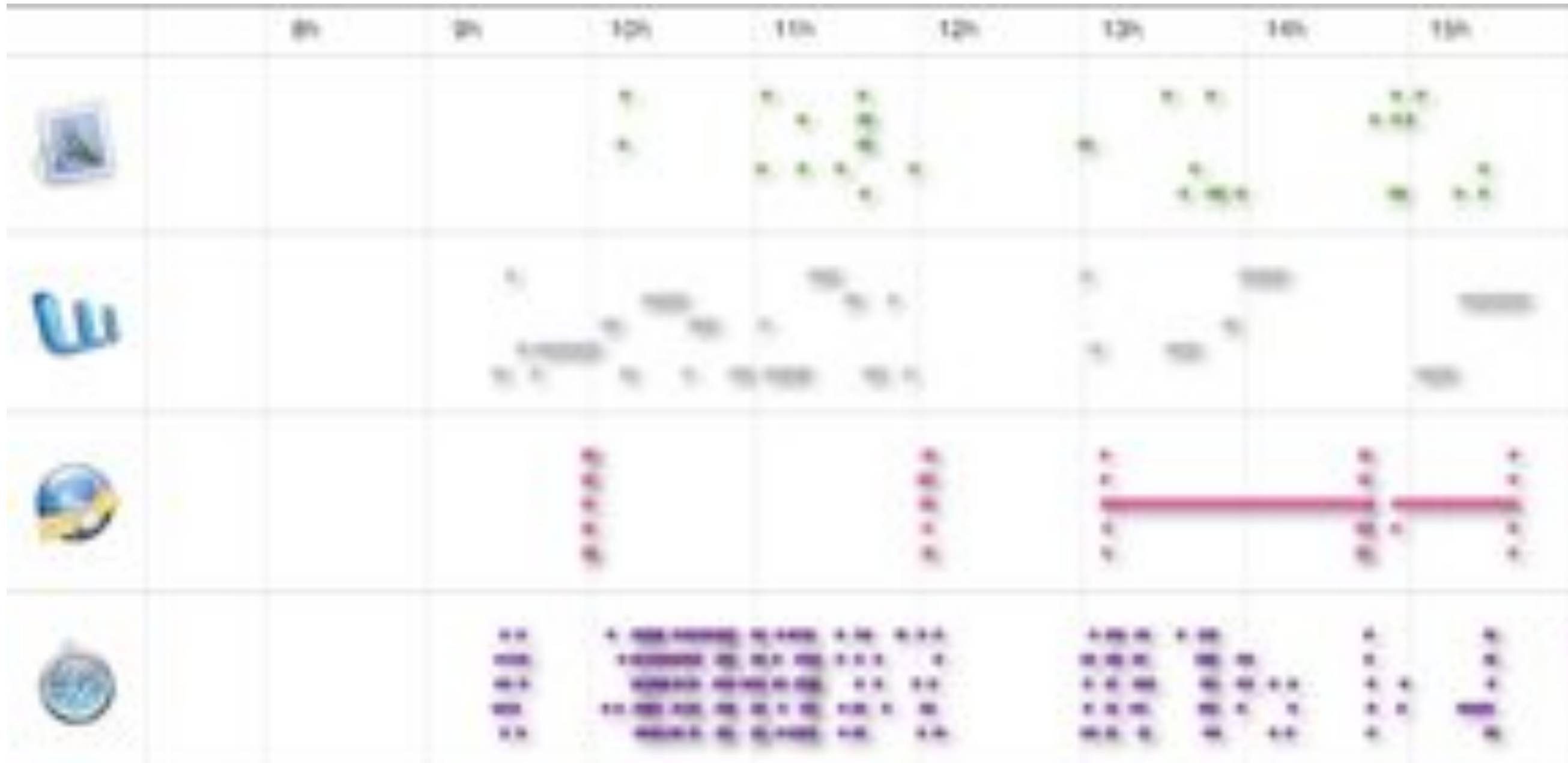
[Find your local authorized reseller ▶](#)

[Buy Now](#)

Every Day's Rhythm



Social practice:
"personal informatics"



Social practice:
“personal informatics”



Your photostream

8,714 items / 64,233 views

[Slideshow](#) [Share This](#)

[Collections](#) [Sets](#) [Galleries](#) [Tags](#) [Map](#) [Archives](#) [Favorites](#) [Popular](#) [Profile](#)

Wiring



Wring

Anyone can see this photo (edit)

Uploaded on Sep 27, 2009 | [Delete](#)

5 views / 0 comments

Interesting path in Itaewon



interesting path in Itaewon

Interesting path in Itaewon

Anyone can see this photo (edit)

Uploaded on Sep 27, 2009 | [Delete](#)

4 views / 0 comments

Street fruits



Street fruits

Anyone can see this photo (edit)

Uploaded on Sep 27, 2009 | [Delete](#)

2 views / 0 comments

Street lunch



Apple



Extreme wiring



Social practice:
user-generated content

Social practice: user-generated content

DOPPLR  FOR NICOLAS

Where Next? { Lyon, Sierre, Barcelona

+ Add a trip to Paris + Share a place in Geneva +



Welcome, Nicolas

Your cities are Geneva, Paris, Lyon, Mexico City, Seoul and Lausanne.
1 fellow traveller is visiting Geneva, your home city, in the next month.

You have a public profile as well as an account on Facebook.
Would you like to connect with an account on Flickr, XING or Twitter?

We are happy to announce that Dopplr is now available on XING and on iPhone. Share your trips inside XING and explore the Social Atlas on the move. Find out more...

Overview

Your trips

Your places

Tips

Fellow travellers

Groups

Your carbon

Monday October 19th

You are at home in Geneva today,

where the time is 11:17am.

In the next 2 weeks, you will start a trip to Lyon, a trip to Sierre, a trip to Barcelona and then a trip to London. Alex Osterwalder and Karo Atrink will start trips to London.

You've planned a trip to Lyon on October 20th

where the time is 11:17am.

Your next 5 planned trips

+ Add a trip



Lyon on October 20th.

Smart play
Geneva

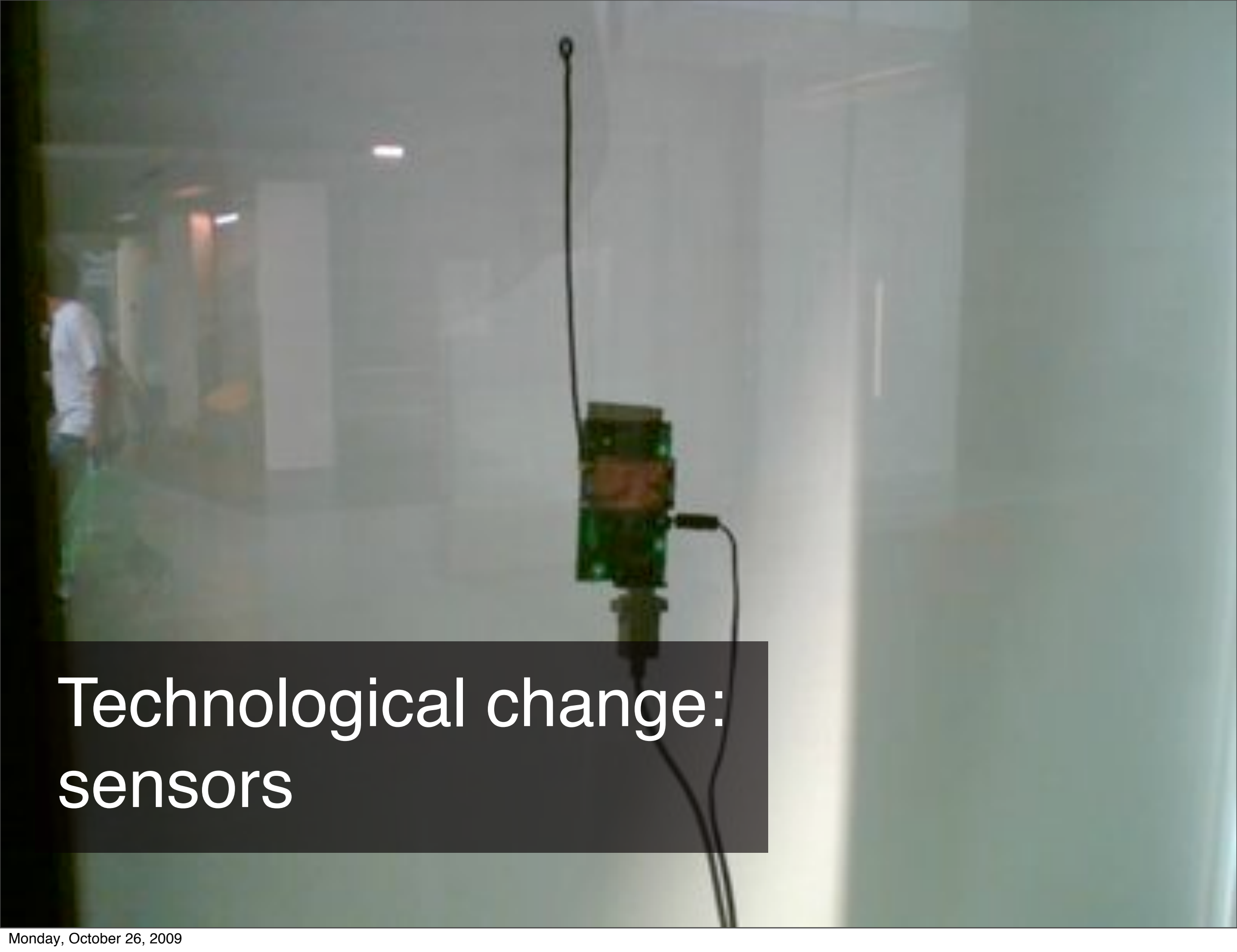
- + Jet d'Eau
- + Palais de
- + After the
- + Pont du
- + Flower

DOPPLR
The Social

on your

Need a h

Swi

A photograph of a hallway with a sensor device hanging from the ceiling. The device is a green rectangular unit with a black antenna extending upwards. A black cable is connected to the side of the device. In the background, a person in a white shirt is walking away from the camera. The hallway has white walls and a light-colored floor.

Technological change: sensors



Technological change:
sensors

Welcome to GRASS GIS

You are at a GRASS mirror site in ITA(17) (other [mirror sites!](#))
This site is updated daily: 22 Sep 2009

[Home](#) [Info](#) [Docs](#) [Download](#) [Support](#) [Applications](#) [Development](#)

Celebrating 23 years!



GRASS User map ([without labels!](#))

Geographic Resources Analysis Support System

Commonly referred to as GRASS, this is free Geographic Information System (GIS) software used for geospatial data management and analysis, image processing, graphics/maps production, spatial modeling, and visualization. GRASS is currently used in academic and commercial settings around the world, as well as by many governmental agencies and environmental consulting companies. GRASS is an official project of the [Open Source Geospatial Foundation](#).

Module of the day:

[v.delaunay](#) Creates a Delaunay triangulation from an input vector map containing points or centroids.

Latest News! [SEE MORE](#)

- 18 Sep 2009: [GRASS 6.4.0 module synopsis published](#) - A list of all modules with GUI menu locations
- 09 Jun 2009: [GRASS 6.4.0 RC5 released](#) - Fifth release candidate of stable release 6.4.0 which includes the new graphical user interface, native MySQL support, improved file functionality and bugfixes
- 02 Jun 2009: [GRASS 6.4.0 RC4 released](#) - Fourth release candidate of stable release 6.4.0
- 24 Apr 2009: [Valued welcomes 20 Geomatics Summer of Code students](#) - Including 3 GRASS projects

Upcoming GRASS/FOSS4G related events. [SEE MORE](#)

- [Geoinformatics FCE CTU 2009 - Free and Open Source Software in Geoinformatics](#) - 17-18 Sep 2009, Prague, Czech Republic
- [FOSS4G 2009 in Sydney - Free and Open Source Software for Geospatial](#) - 20-23 Oct 2009, Sydney, Australia

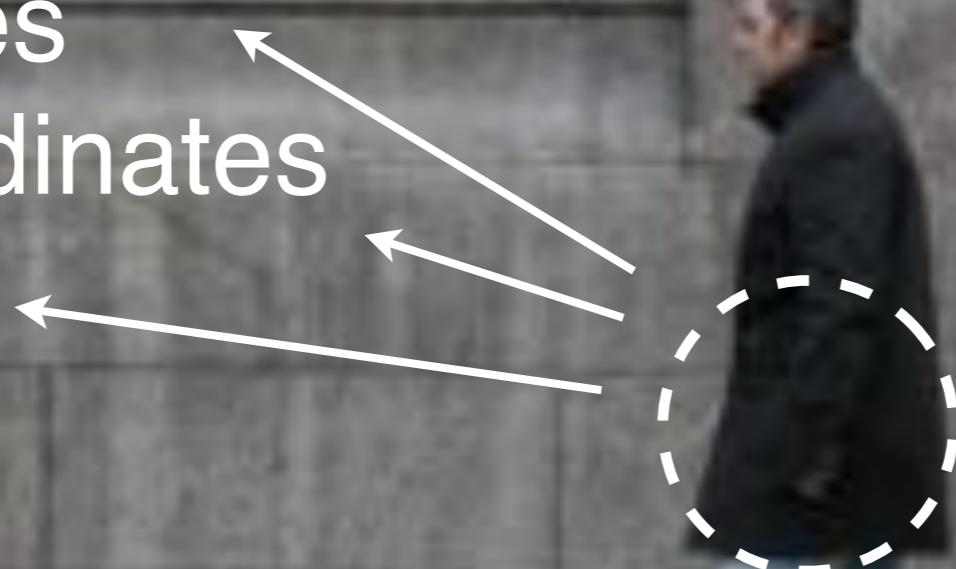
Policies: open GIS, open data

Public data

Urban sensors

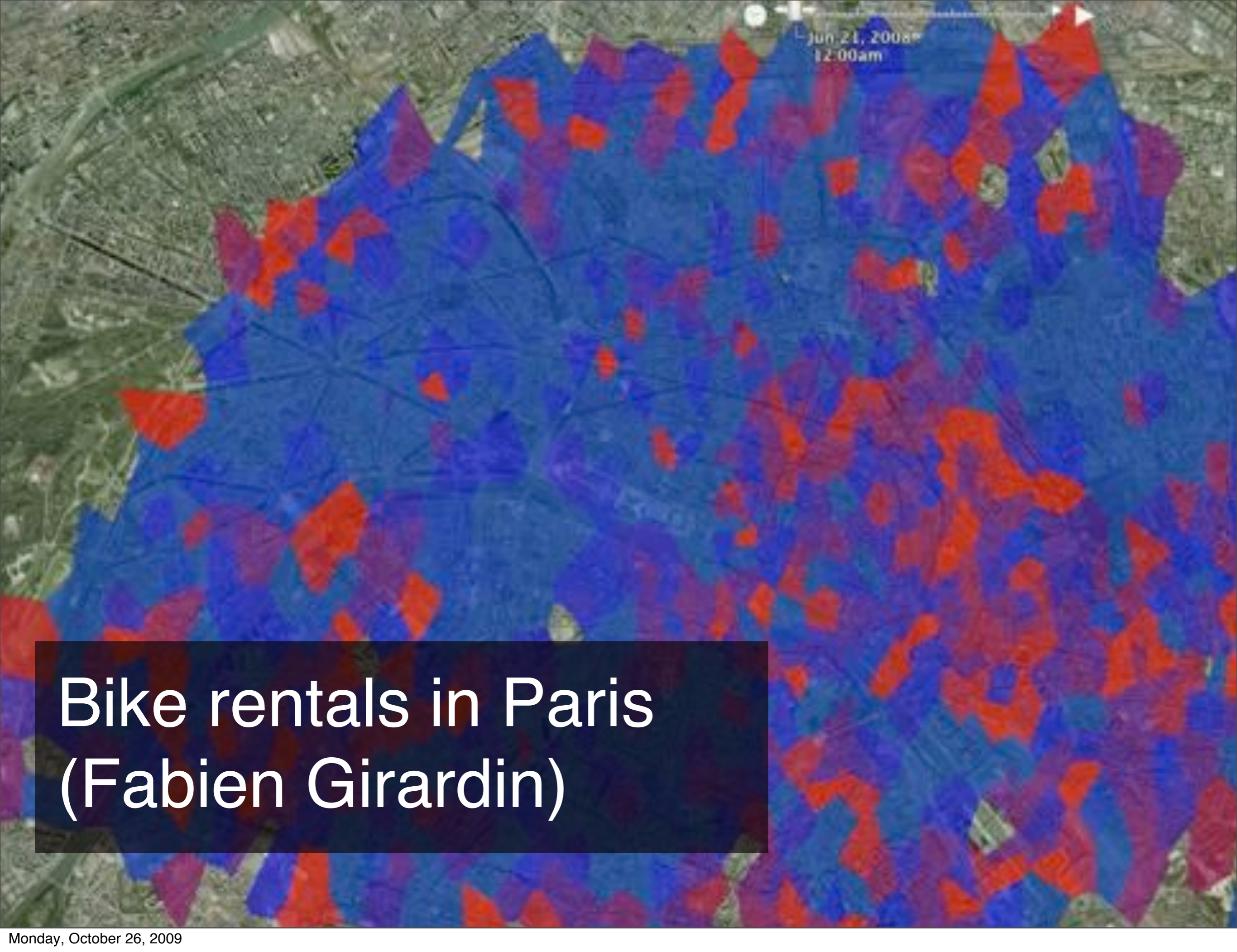
Flickr pictures
Spatial coordinates
Movements
...

Phone (GPS/
cell-id, camera,
mp3, web
browsing...)



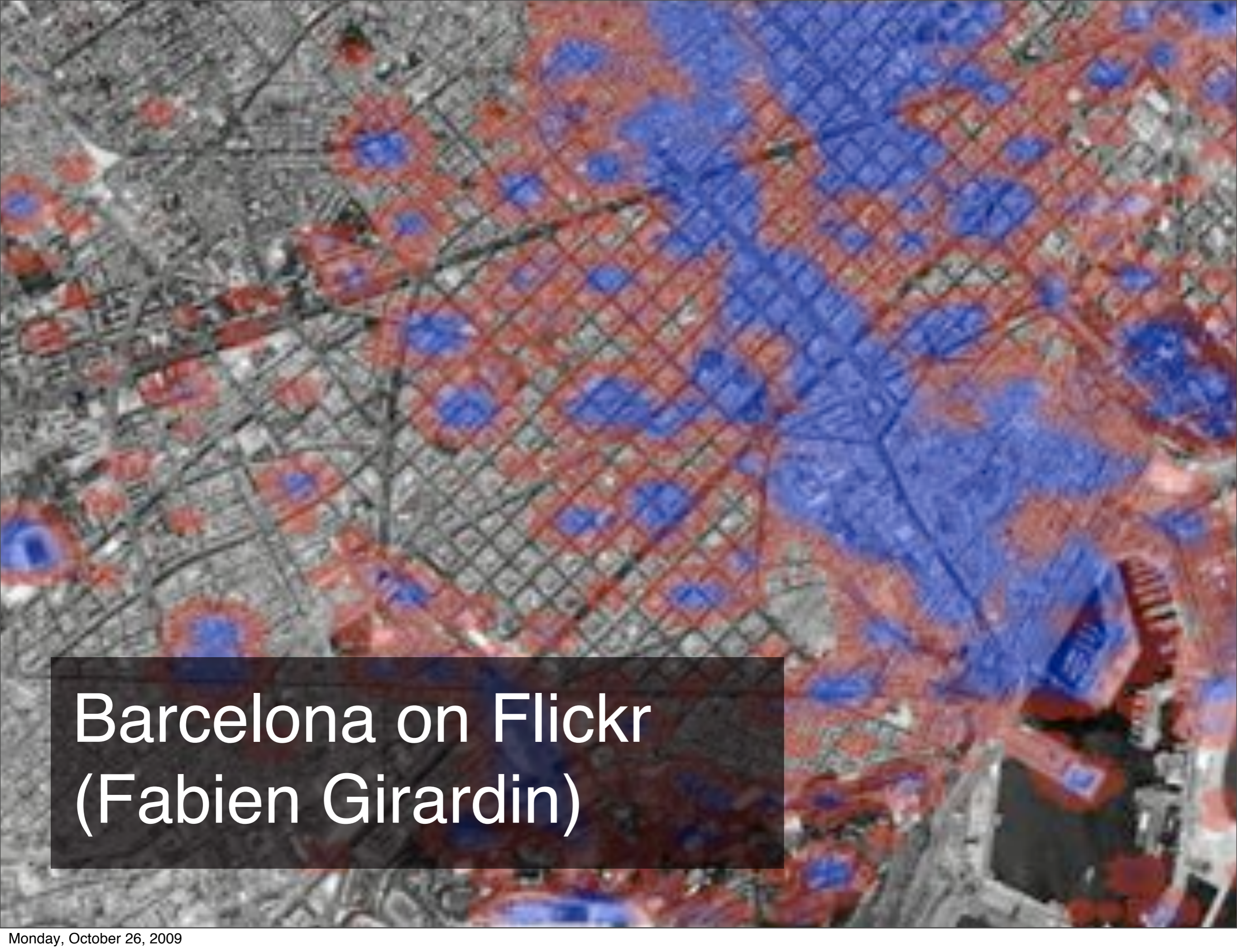
some examples

Real Time Rome (Sensable City Lab)



Jun 21, 2008
12:00am

Bike rentals in Paris (Fabien Girardin)



Barcelona on Flickr (Fabien Girardin)



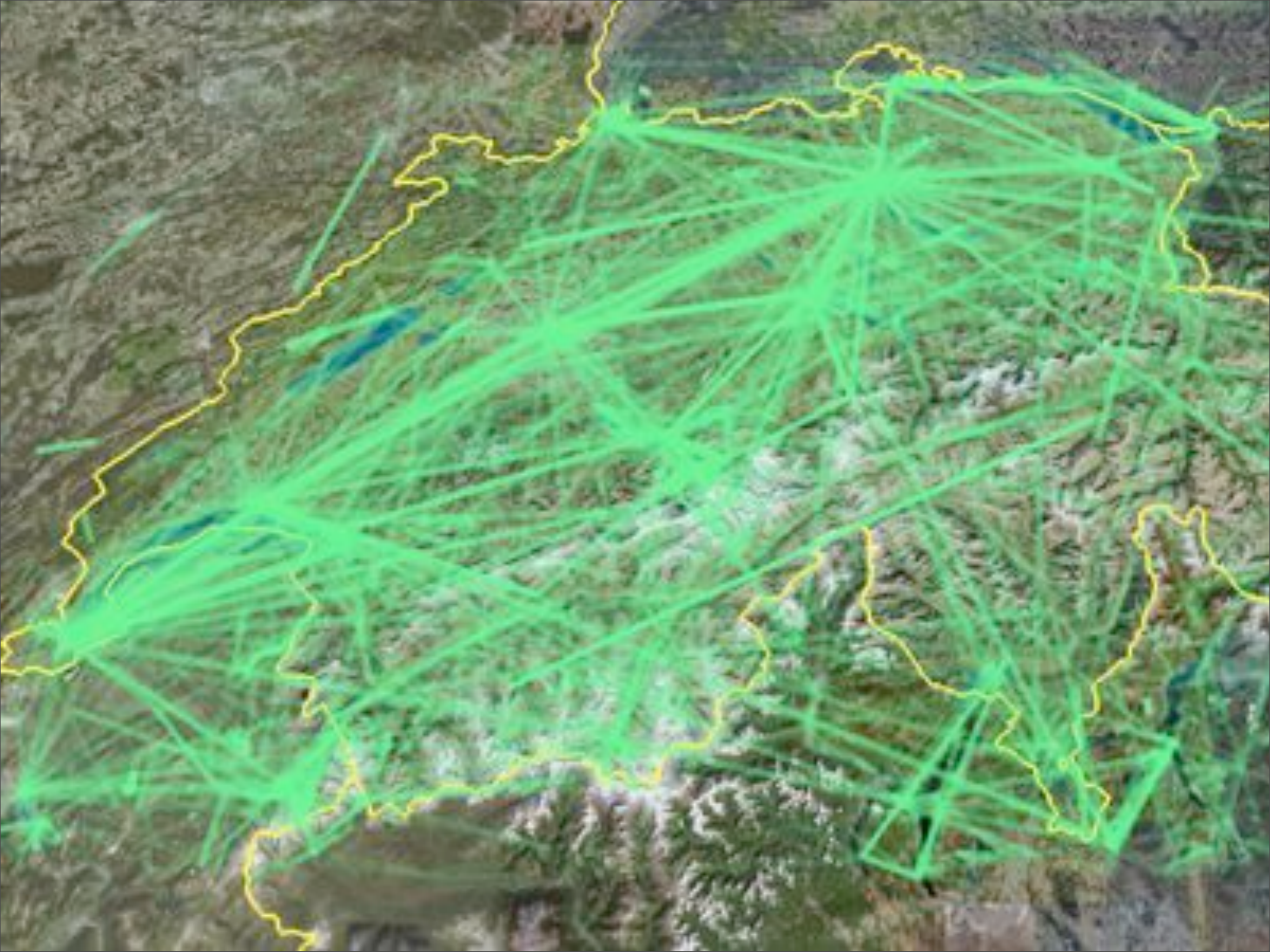
Barcelona on Flickr (Fabien Girardin)

Spain on Flickr (Sensable City Lab)



The World's Eyes
Where are the locals?

Current Week in 2007  20 38



Monday, October 26, 2009

what's the point?



Map

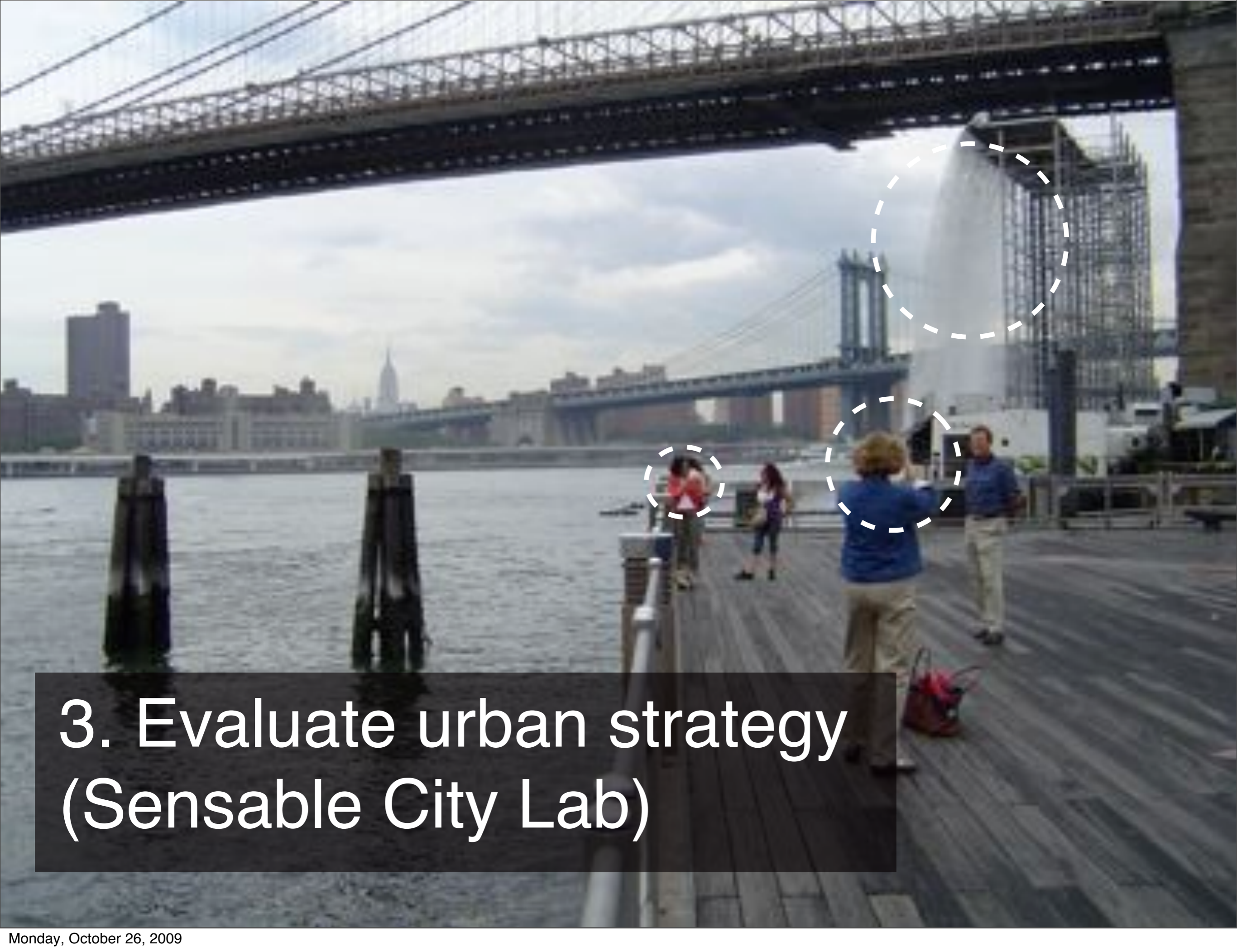
Satellite

Hybrid

1. Reveal the invisible
+ improve statistics



2. Make people participate



3. Evaluate urban strategy (Sensible City Lab)



3. Evaluate urban strategy (Sensable City Lab)



3. Evaluate urban strategy (Sensable City Lab)



4. Improve the infrastructure?



4. Improve the infrastructure?

Citysense shows you how active locations are right now and which ones are abnormally active. It sees cities “from above and puts the top live hotspots in your hand” by crunching vast amounts of data emanating from thousands of cell-phones, GPS-equipped cabs and other data devices to paint live pictures of where people are gathering.



5. New forms of (real-time) services

BlackBerry

① Stewart St & Mission St

Very Busy 100% above normal



09:50 AM
San Francisco currently is:
+28%
Busy

Red is Current Activity

Citysense

EveryBlock *A news feed for your block*

EveryBlock is a new way to keep track of what's happening on your block, in your neighborhood and all over your city.

Choose a city...

- BETA Atlanta
- Boston
- Charlotte
- Chicago
- BETA Dallas
- BETA Detroit
- BETA Houston
- Los Angeles
- Miami
- New York
- Philadelphia
- San Francisco
- San Jose
- Seattle
- Washington, DC

The image shows two overlapping screenshots of the EveryBlock website. The background screenshot is for New York City, displaying a 'Restaurant inspections' section with a bar chart showing 2,573 inspections from Dec 13, 2008 to Jan 12, 2009. The foreground screenshot is for Chicago, showing a map of the city with a highlighted area and a 'Latest news' section.

5. Allow people to make informed decisions

TRU TRAFFIC

- Dash Driver Network
- Routing: Choice is Good
- Better Traffic Updates

INTERNET CONNECTED

AUTO UPDATE

MYDASH

SERVICE

TruTraffic

The most accurate and current traffic data

Dash Express

Traffic reported by Dash Express



Others

Traffic reported by other



6. Dynamic signage

...how if you are going to make that meeting on time, or need to call and v...
make of your kids' class, or be home in time for dinner? Should you bail on the freeway and brav...
Wouldn't it be nice to know which route to work is going to be faster today before leaving your drive...
updated if traffic changes once you're under way?

Knowledge isn't just power, it's a time-saver, too. And Dash Express has the smartest, most advanced...
—the innovative Dash Driver Network. Combined with comprehensive historical and sensor-based...
Dash Driver Network provides Dash users with the most detailed, accurate and current traffic picture

problems?

El Gran Meridiano
Abastecedor Internacional

Zona vigilada
de **VIGILANCIA** 40 m



PUES VA A SER QUE NO

Pt. George Orwell



privacy

infrastructure problems



technological flaws



A close-up photograph of a person's hand holding a black iPhone. The phone's screen displays a map application, likely Google Maps, with a red location pin and a purple route line. The background is a dark, out-of-focus grey.

uncertainty, accuracy troubles

conclusion

- Hybridization of the digital and the physical
- Records of people interactions (intentional or implicit) enable to quantify our behaviors and create new indicators
- These traces lead to lots of opportunities: detailed analysis of tourists' experience (marketing+evaluation tool) + create tourist activity/infrastructures accordingly + design real-time information applications for tourists
- Both for tourists AND services providers + public bodies

merci
nicolas@liftlab.com