



A NEW IMMERSIVE WAYFINDING TOOL TO PREPARE THE JOURNEY

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6 Innovation and Technology

Context

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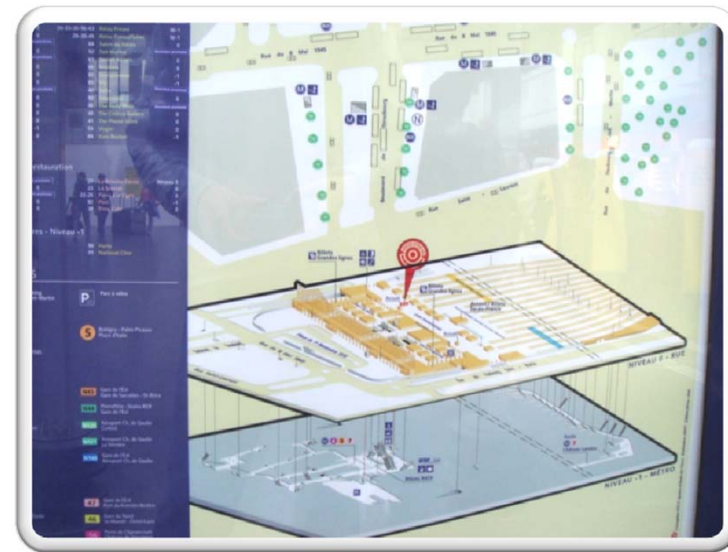
All the quality studies and surveys carried out with travellers demonstrate the difficulties they encounter when finding their way in crowded places where they have to change (train stations, airports, tube, exchange centres).



Stake: client satisfaction and costs

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These difficulties also generate customer dissatisfaction and direct costs, in particular by requiring operators to implement significant human and equipment resources to meet the requirement, because traditional information tools (maps, plans in paper or web versions) often prove to be insufficient.



A new approach

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itiView offers a new indoor wayfinding tool:

- Based on 360° panoramic HD images,
- Which allows to plan the trip at home,
- By previewing the route inside the train station before the trip



Example: www.gares360.com
(video)

An ideal solution

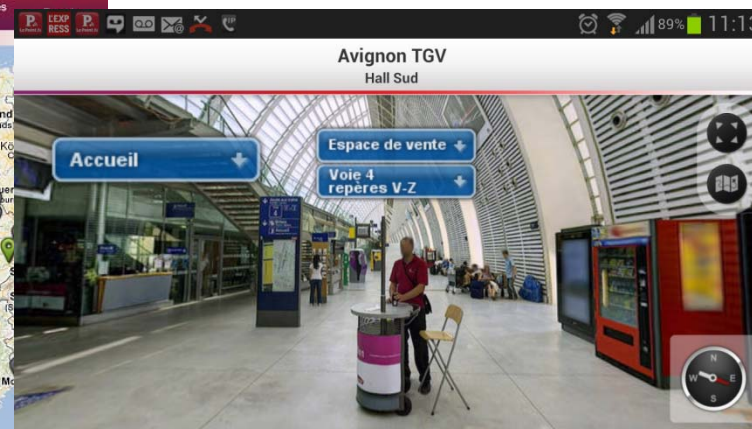
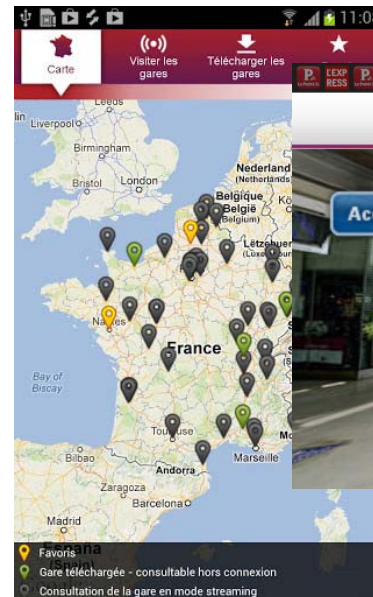
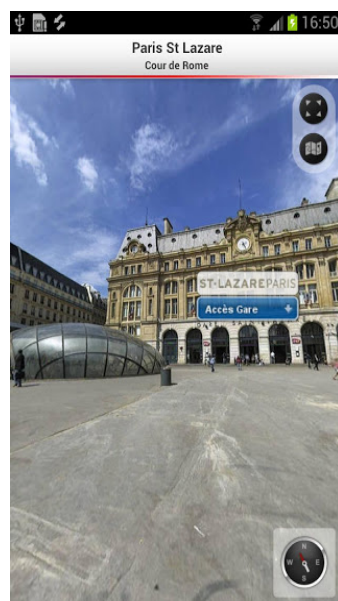
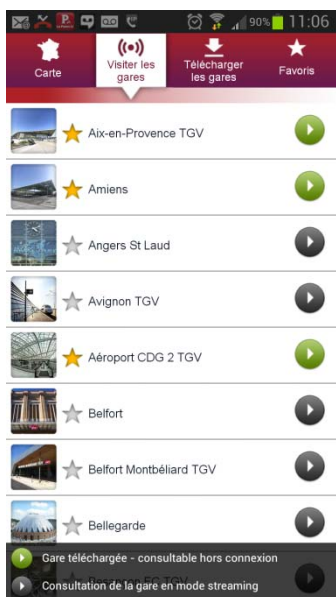
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- For travellers that do not speak the language of their destination country, or English,
- For tourists arriving in a country that does not use the same alphabet or the same communication codes,
- For parents wishing to reassure children travelling alone,
- For any person wishing to plan their arrival in an stressful place carefully (in the same way as one plans one's trip)



For PC, tablets and mobiles

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With numerous features

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Many options can be integrated into In itView:

- ✓ Direct information displays (times, news, etc.)
- ✓ External links to other websites
- ✓ Launching another mobile application
- ✓ Integration of fee-paying advertisements
- ✓ Pushing data according to location
- ✓ Sharing on social networks
- ✓ API available
- ✓ Integration of shops



Shops integration

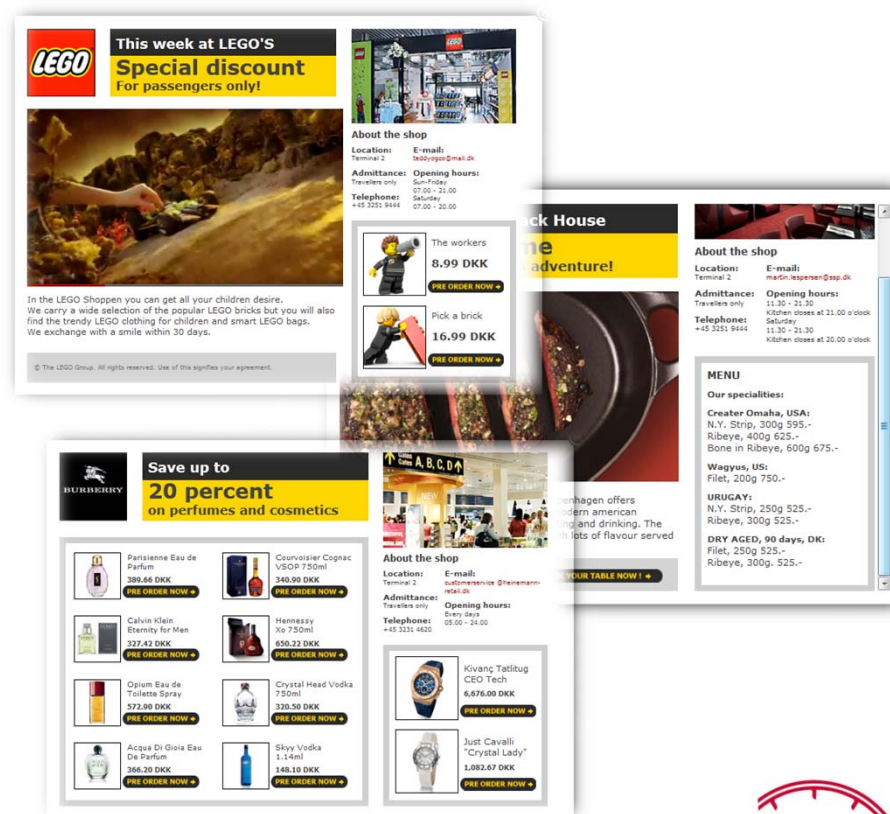
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The software will highlight shops in the train stations. Several alternatives can be envisaged:

1 - Window with traditional contents, with or without video,

2 - Content window for restaurant with menu and/or listing,

3 - Content window including products on sale (e-commerce),



PRM Interface

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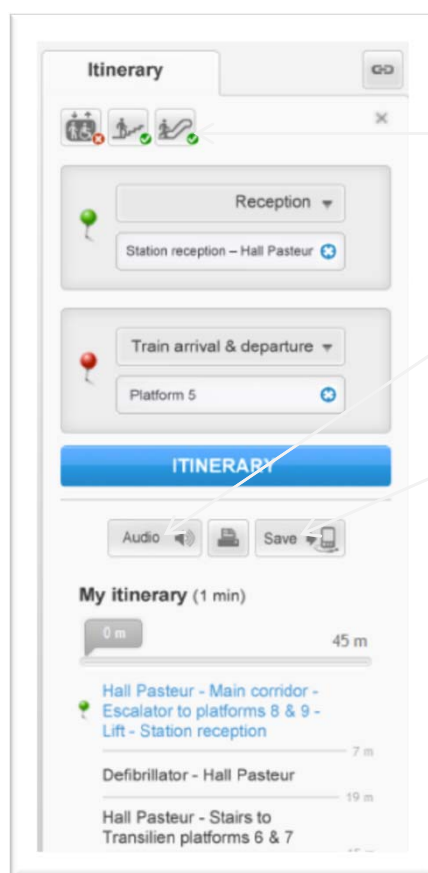
A special interface for PRM is available.
It includes special features for impaired people which allow to:

SELECT/UNSELECT the lift, stair ou escalator mode.

LISTEN the itinerary thanks to our partner's software
« ReadSpeaker »

SAVE the audio of your itinerary in your account, then PLAY it
on a mobile

READ a black and white version of
the website, for the visually
impaired people.



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...Thank you

for your kind attention

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