



Next To Me
[February 2010]

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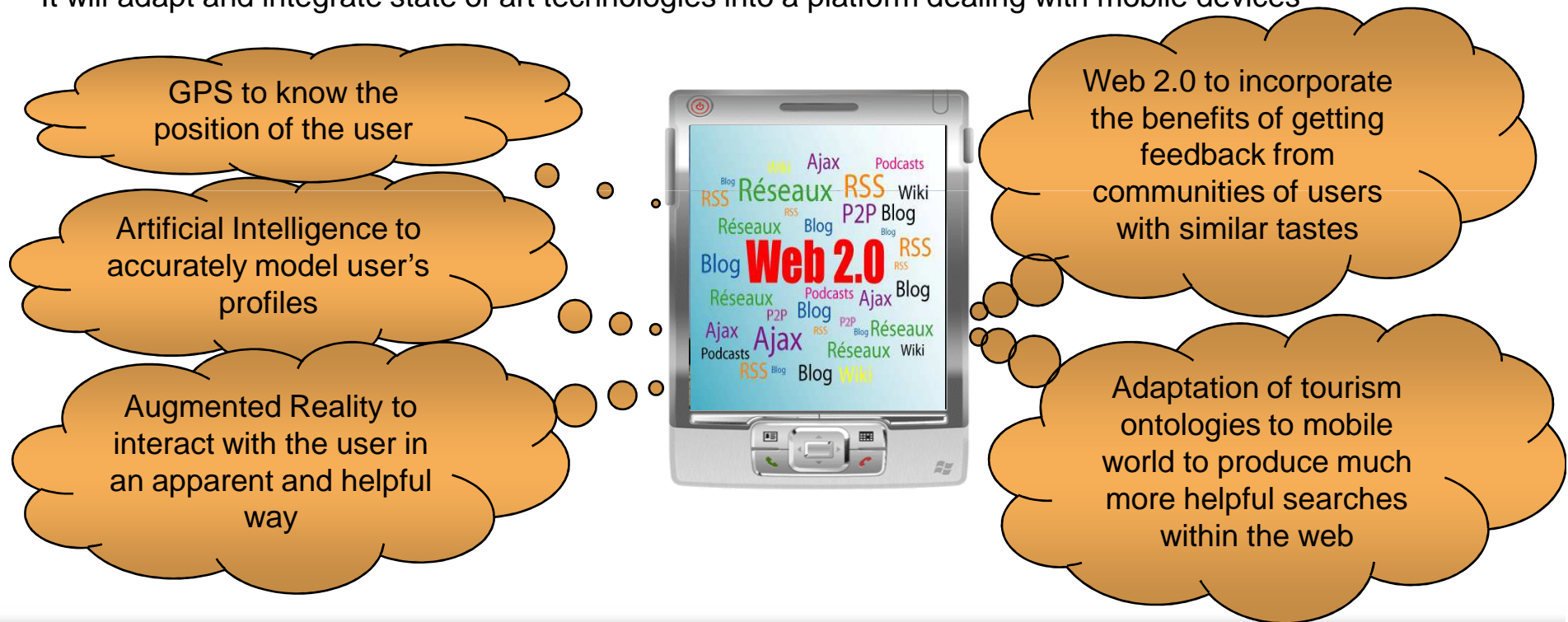
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Project idea description



NextToMe will provide business travellers an integrated tool to help them in their decisions regarding ancillary services related to the places they are at each moment.

It will adapt and integrate state of art technologies into a platform dealing with mobile devices



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Key selling points



- Incorporation of Artificial Intelligence to model user's profiles as accurately as possible.
- Inclusion of augmented reality techniques.
- Definition and usage of tourism ontologies specifically deployed for the project.
- Access to log information to allow users to maintain track of visited/pending places.
- Recommendations and views of other users of the system, taking into account their current profiles (access to virtual communities).
- A bunch of business models for exploitation:
 - Pay or free application
 - Services providing useful information without direct financial return => motor to convince potential users of the benefits of having the NextToMe application in their mobile handsets. Inclusion of commercial banners (sponsored pages)
 - Transactional services => third party companies (travel insurance companies, restaurants, tours and activities organisers, hotels, banks, etc) advertise their commercial offers through the platform. Payments to be included within the services recommended by the application and/or per transaction.

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Partners & Expertise



Partners involved

- Optiva Media / Spain
- UIB /Spain

Missing partners / expertise

- **Tourism Operators:** would act as content providers as well as the users of the pilot to validate the created platform. Will contribute to the project requirements definition, organisation of Work Shops, generation of the exploitation plan and dissemination of Project Results.
- **Technological Partners:** will contribute to the RTD activities described above. These include both SMEs and non profit research centres:
 - Experts in Artificial Intelligence development and modelling
 - Experts in Data Mining
 - Experts in application development for mobile systems
 - Experts in (tourism) ontologies

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Contact details



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