Technologies lead to Adaptability & lifelong enGagement with culture throughout the CLOUD

COOLTURA
An open data oriented platform to enable scalable services for cultural engagement through the cloud

SHARE-PSI 2.0 Workshop Session

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SEVENTH FRAMEWORK
PROGRAMME

What is the problem we approach?…

The problem we approach

CULTURAL PERSPECTIVE :

- The **engagement with cultural heritage is low**.

TECHNOLOGICAL PERSPECTIVE :

- **Innovative and personalized used of ICT is still low in** cultural institutions

USER QUALITATIVE PERSPECTIVE :

- Exponential information available in the web and social media but with **no integration of what is important for visitors of cultural institutions and cities**.
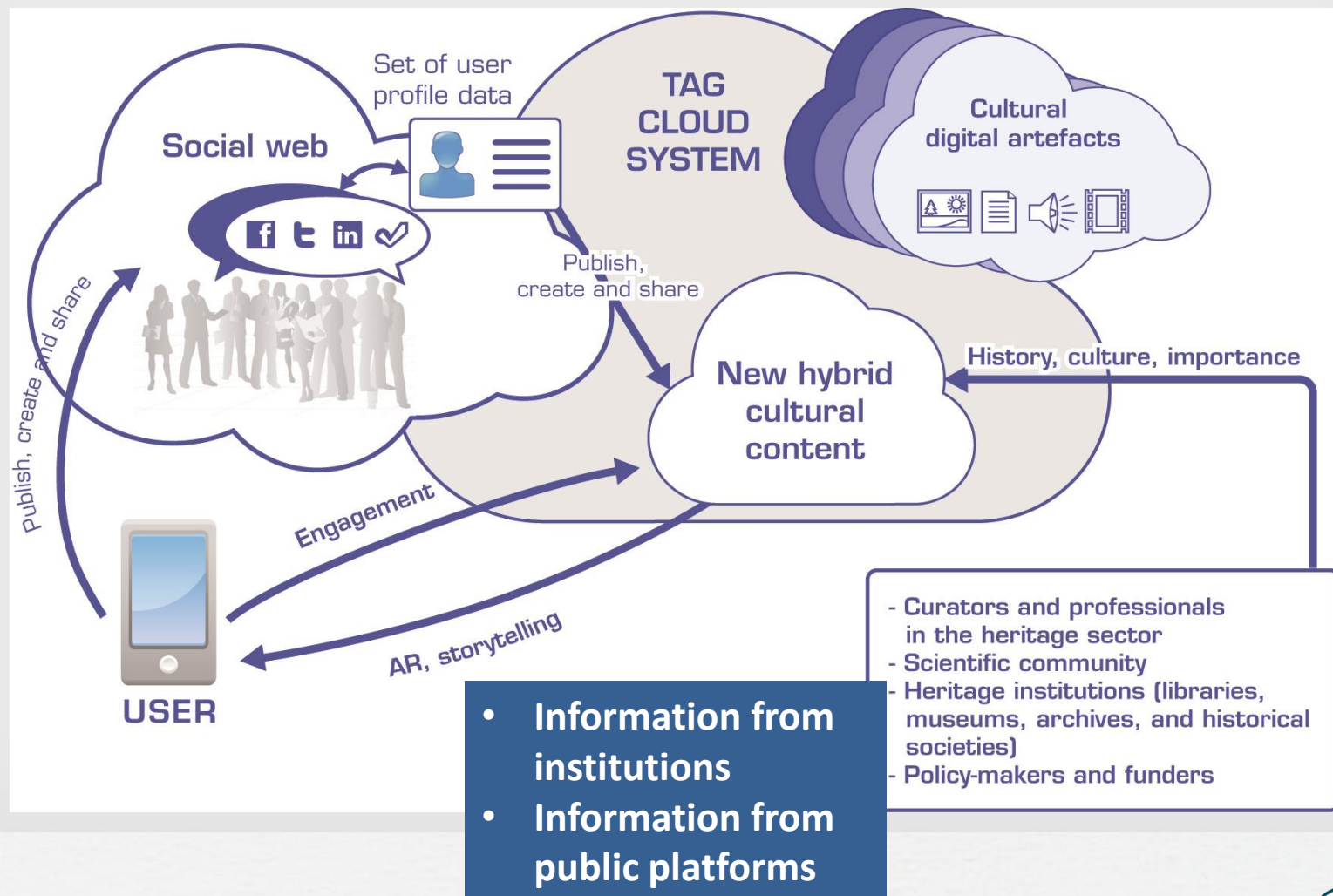
What is TAG CLOUD? ...

TAG CLOUD

Personalised interaction with Cultural Heritage

TAG CLOUD explores the use of different technologies such as **augmented reality**, **storytelling** and **social media** in order to **adapt cultural content** according to the user profile, likes, preferences and interests, for providing a **personalised interaction** with Culture.

TAG CLOUD system

- **Information from institutions**
- **Information from public platforms**

Moving from TAG CLOUD to COOLTURA

Cooltura

Descubre otra forma de disfrutar de la Cultura…

NFC

Discover other way to enjoy Culture…

SOTRY TELLING (STEDR)

Other ….

Other ….

Other ….

Other ….

SEARCH ENGINE - OPTIMIZATION

CUSSTOMER / SERVICE SUPPORT / SECURITY

COOLTURA PLATFORM (CLOUD BASED + OPEN DATA PLATFORM)

Centralized Account Mgmt.	Data/Library Mgmt.	Bookmark/Prefernce Synchronization
HARVESTING & OKKAMIZING	PERSONALIZATION & RECOMMENDATION Consumer Behaviours Analit	Social Integration
		API, app mgmt.

COOLTURA by TAG CLOUD

The Cooltura platform: a set of scalable **services** for *cultural engagement*.

The Cooltura App:

- **"COOL way""** to consume CULTURAL CONTENT from **Cooltura platform**.

- **Visualization** of the **cultural content in mobile devices** as well as *exploration* and *interaction* with cultural objects.

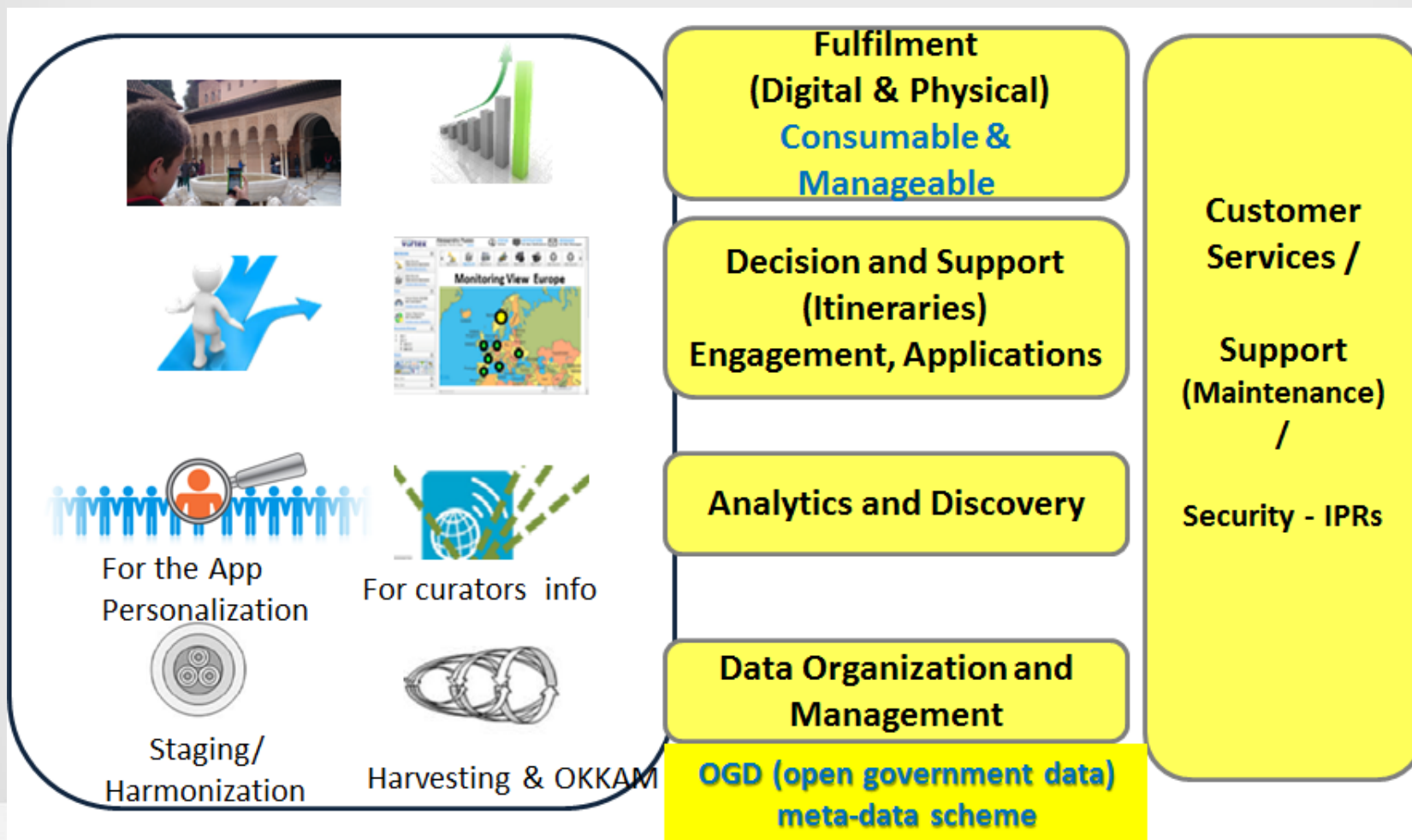Interaction through:

- QR codes
- NFC tags
- Bluetooth beacons

COOLTURA harvesting and semantic tools are core modules to processes curated digital content

Map, build and increase the metadata structure of the cultural institutions and Europeana to the OGD (open government data) meta-data scheme →base for eGovData.

- USE and RE-USE of the curated digital cultural content from institutions and public platform sources

- PERSONALIZATION

- Improve finding, analysing, interpreting, comparing → cultural engagement, tourism, creative industry or smart cities

- Better quality of cultural information/data

- Easier to link data

- Improve storing & preservation

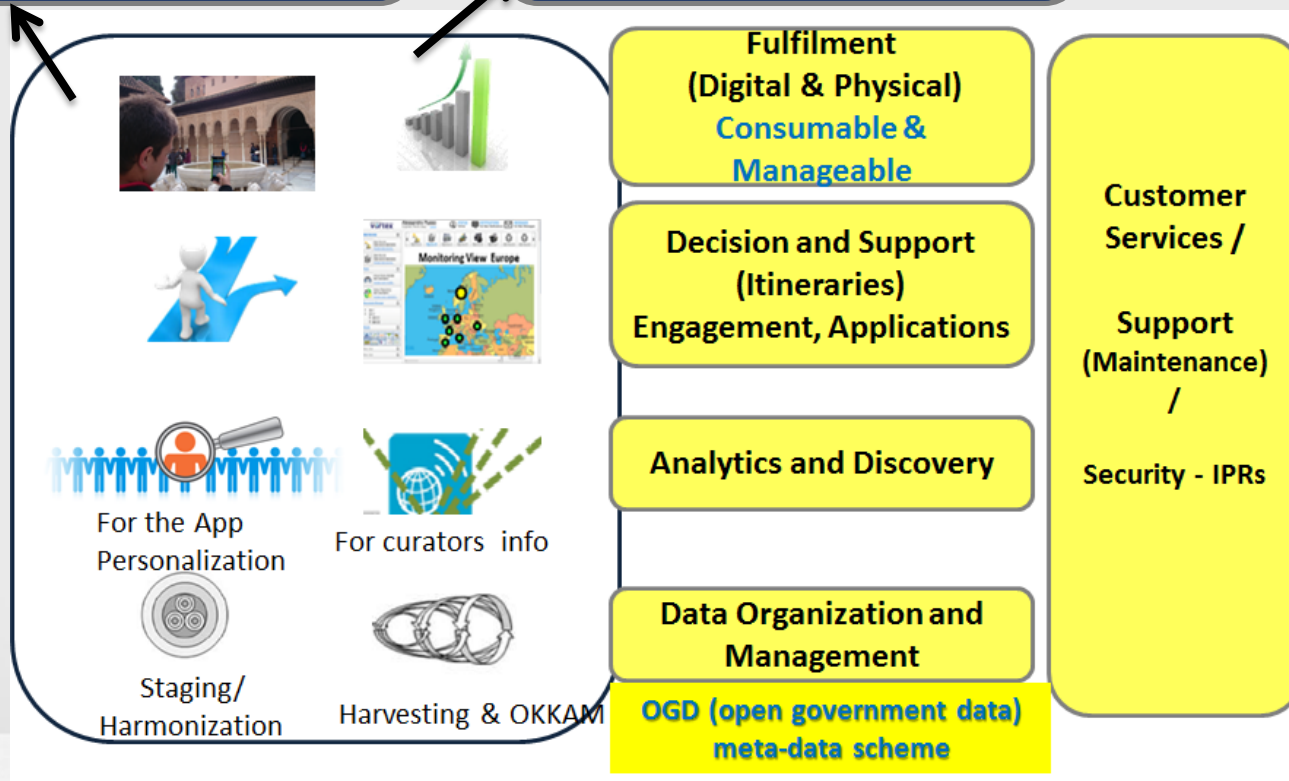- Servicing content for innovative Tools (e.g AR)

COOLTURA: A suite of services

For the App Personalization

For curators info

Staging/ Harmonization

Harvesting & OKKAM

Fulfilment
(Digital & Physical)
Consumable & Manageable

Decision and Support
(Itineraries)
Engagement, Applications

Analytics and Discovery

Data Organization and Management

OGD (open government data) meta-data scheme

Customer Services /

Support (Maintenance) /

Security - IPRs

COOLTURA: A suite of services

Adapted cultural Content and increased engagement

Improved processes for better cultural experience delivery

For the App Personalization

For curators info

Staging/ Harmonization

Harvesting & OKKAM

Fulfilment (Digital & Physical)
Consumable & Manageable

Decision and Support (Itineraries) Engagement, Applications

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Use Cases & Scenarios covered by TAG CLOUD.

TAG CLOUD

Testing COOLTURA App with users
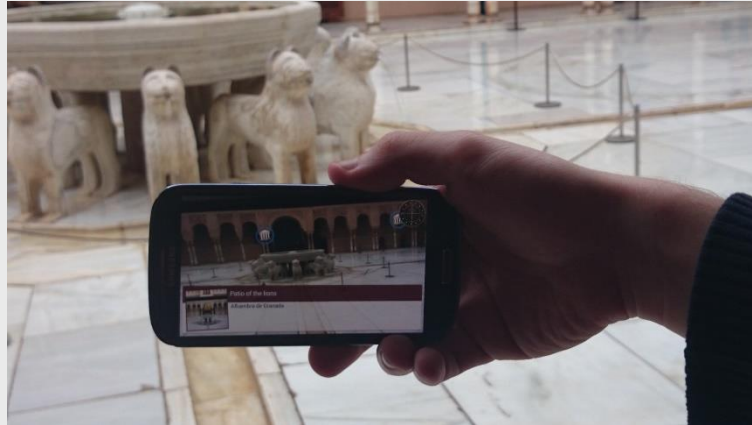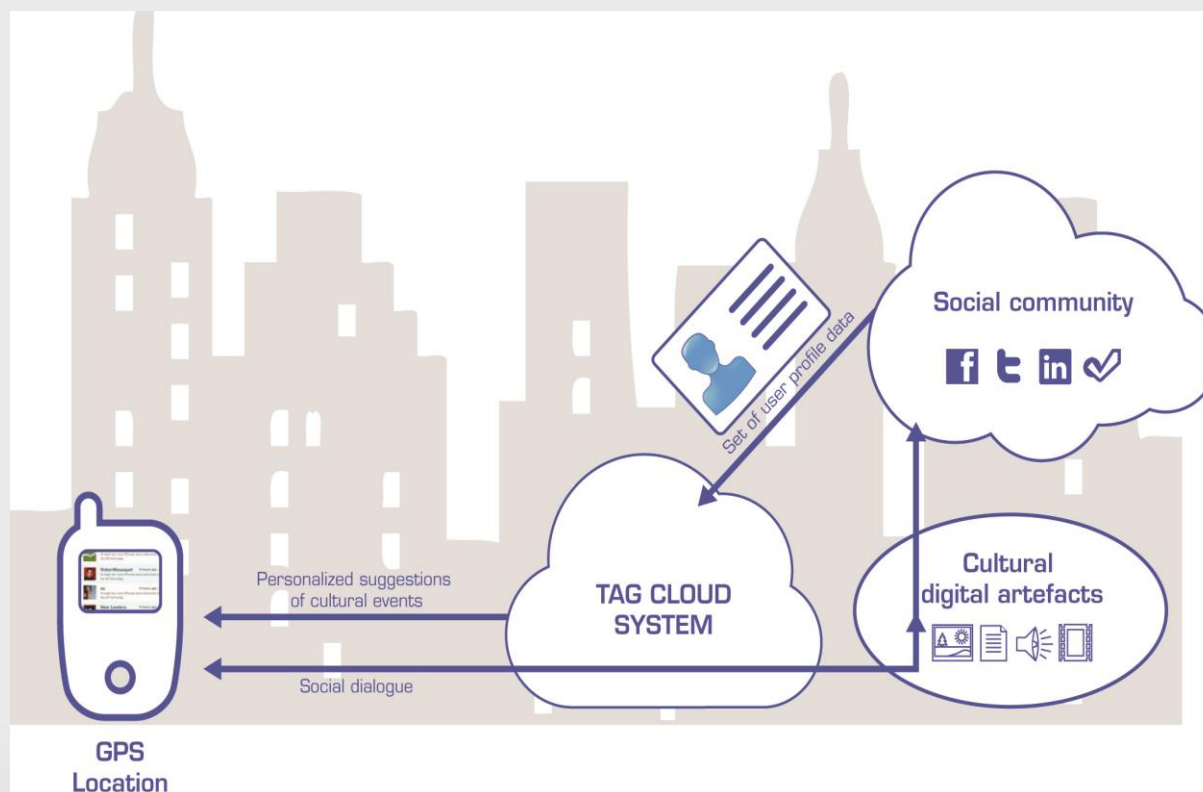
TAG CLOUD: Evaluation of Cooltura

Cultural experience on site

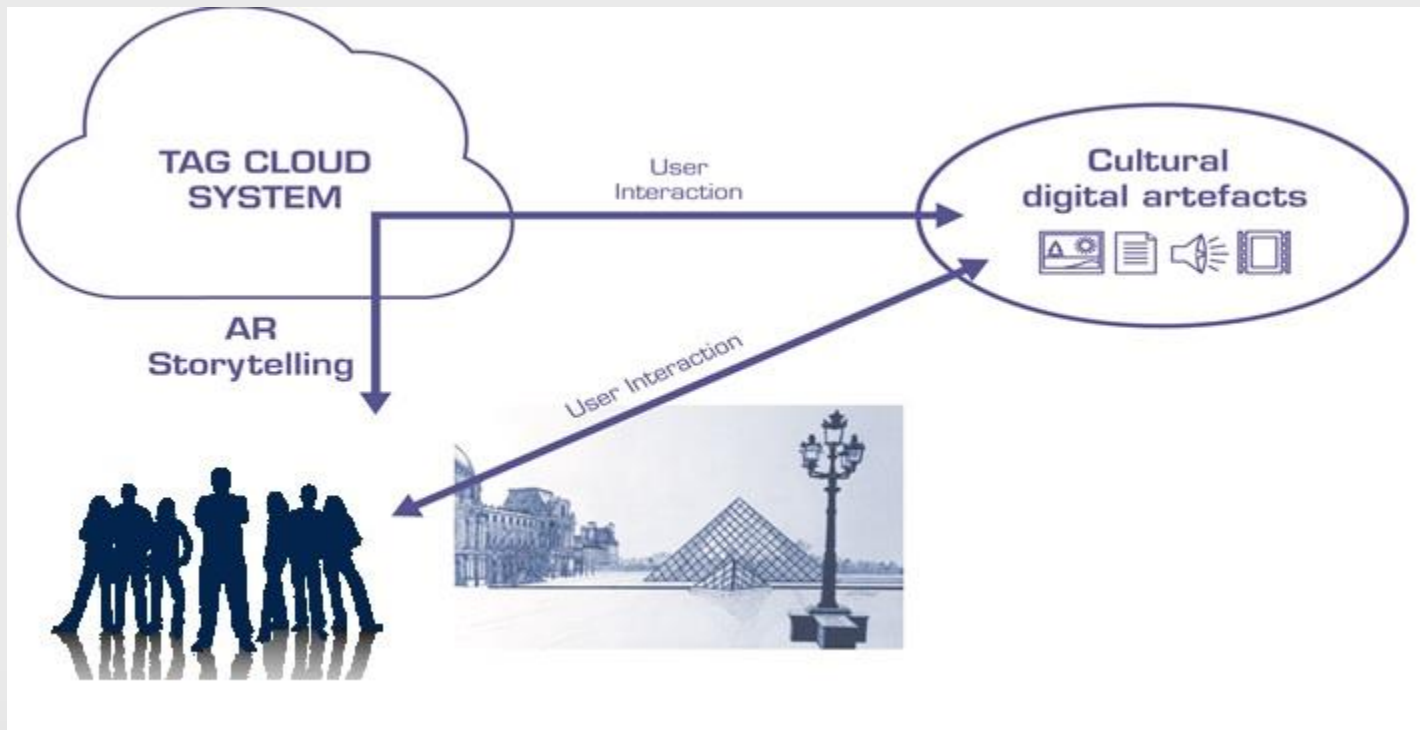**Enjoying an adaptive cultural experience in a heritage institution**
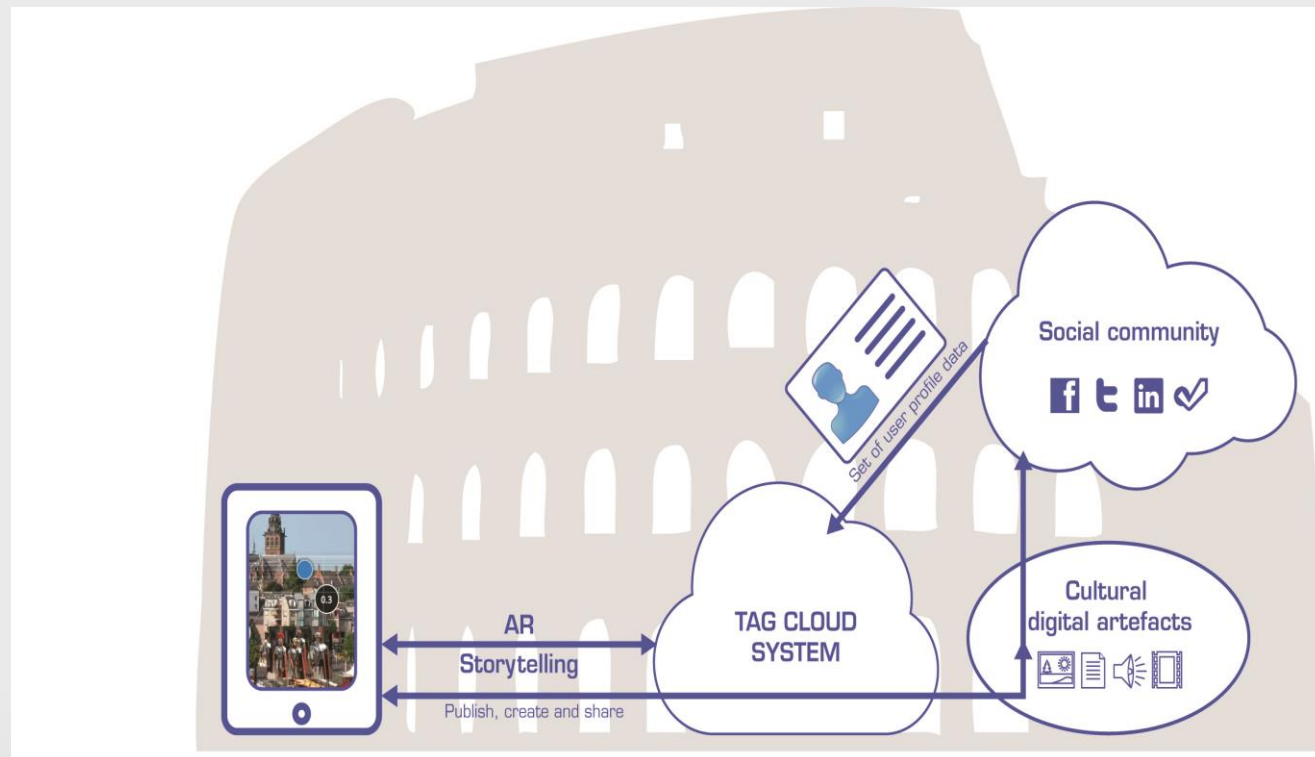
Cultural experience on the move
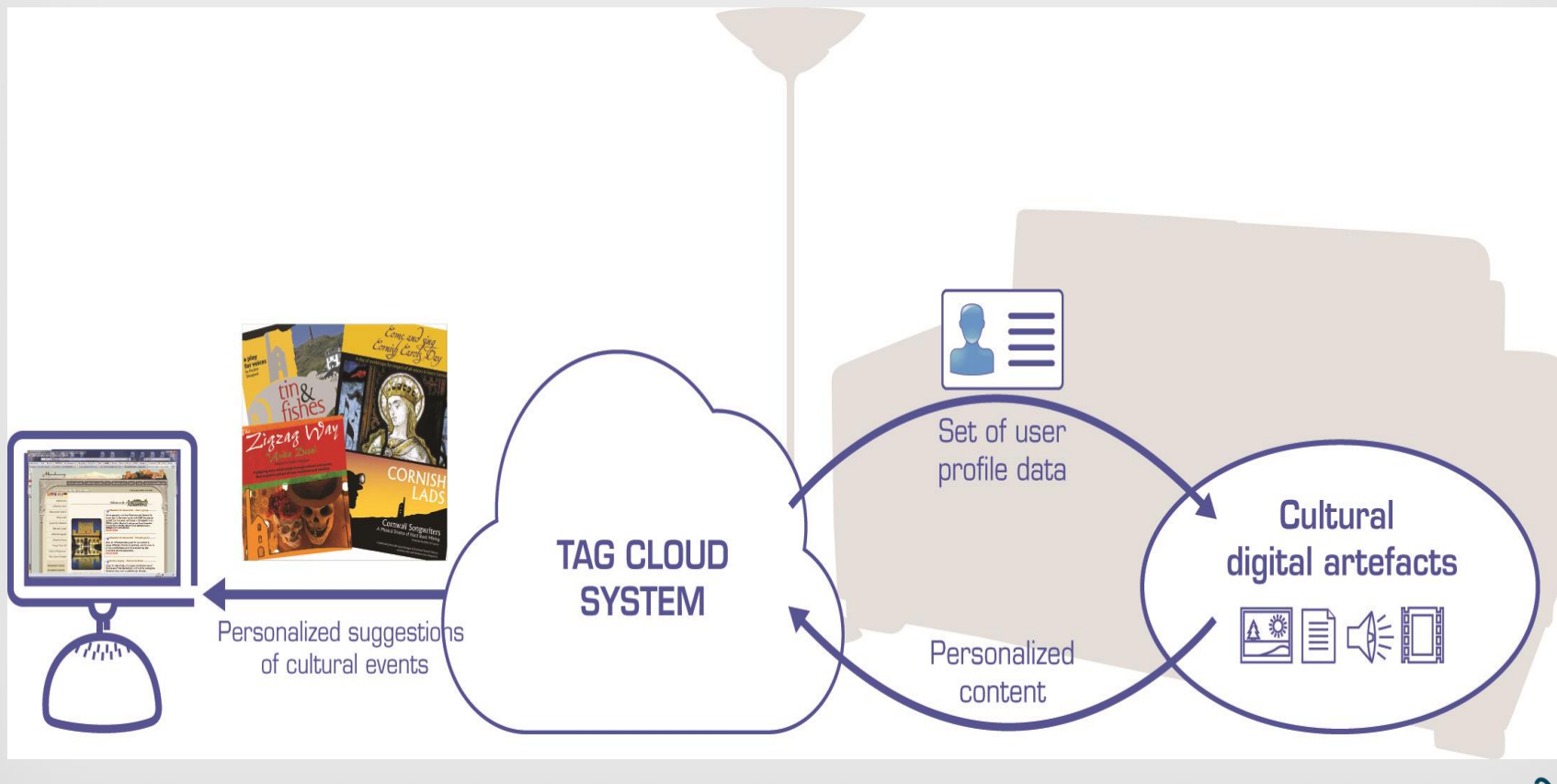
Suggesting cultural experiences on the move

Cultural experience in a group

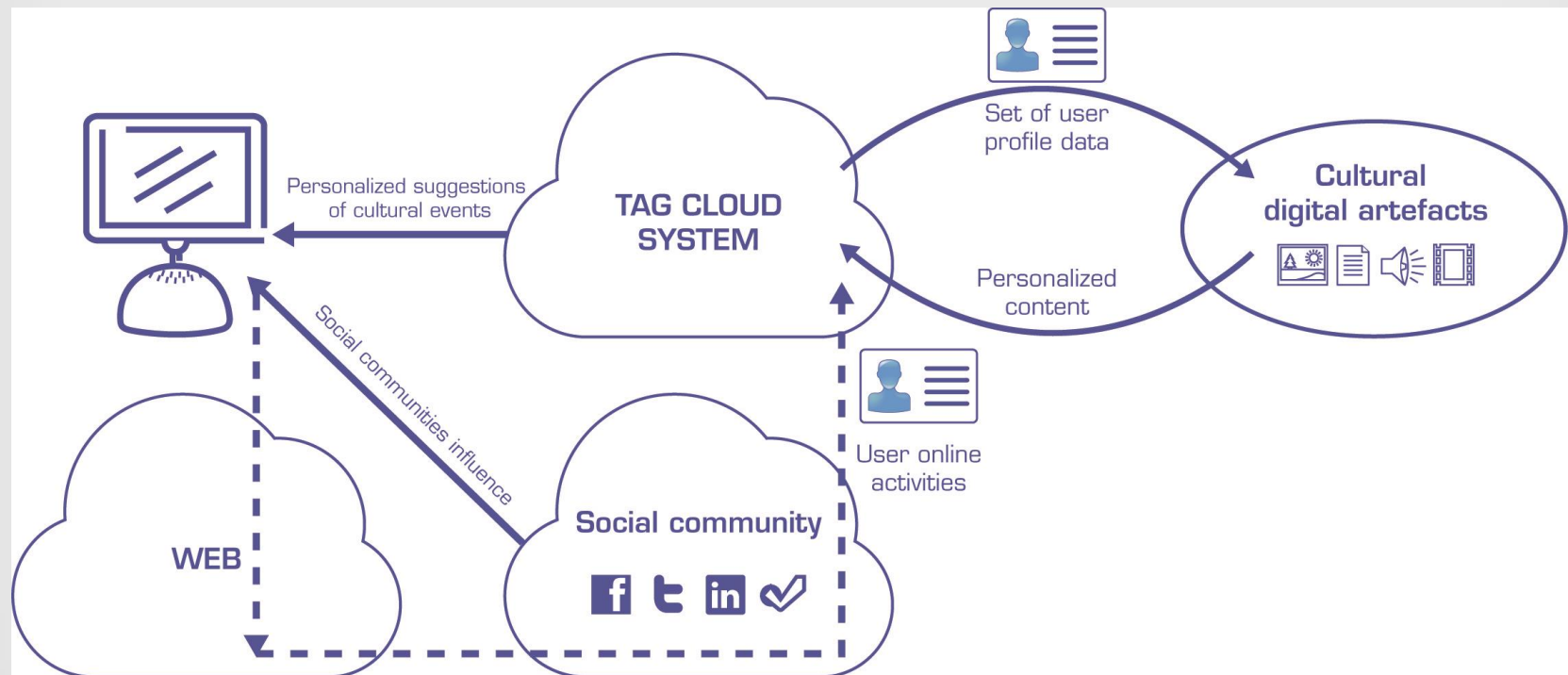**Enjoying an adaptive cultural experience in a group**

Cultural experience at home

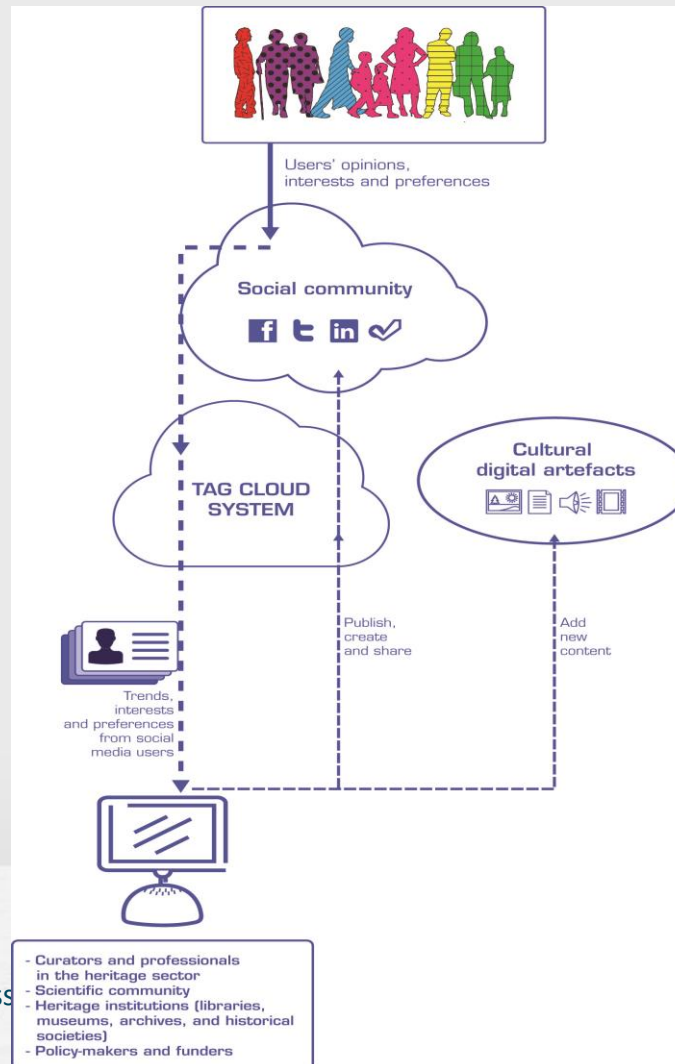## Enjoying an adaptive cultural experience at home

Engaging non-cultural users

Engaging users non used to go to cultural events

Supporting professionals and curators

Supporting professionals with a tool for engagement

Fusing content for Lifelong cultural engagement

The **fusion of individuals, institutions` curators and platforms from public institutions content adds value** and **new meaning** to the existing cultural artefacts that is delivered through innovative technologies such as augmented reality and storytelling towards the **lifelong cultural engagement**.

Cultural Institutions

General public

Experts
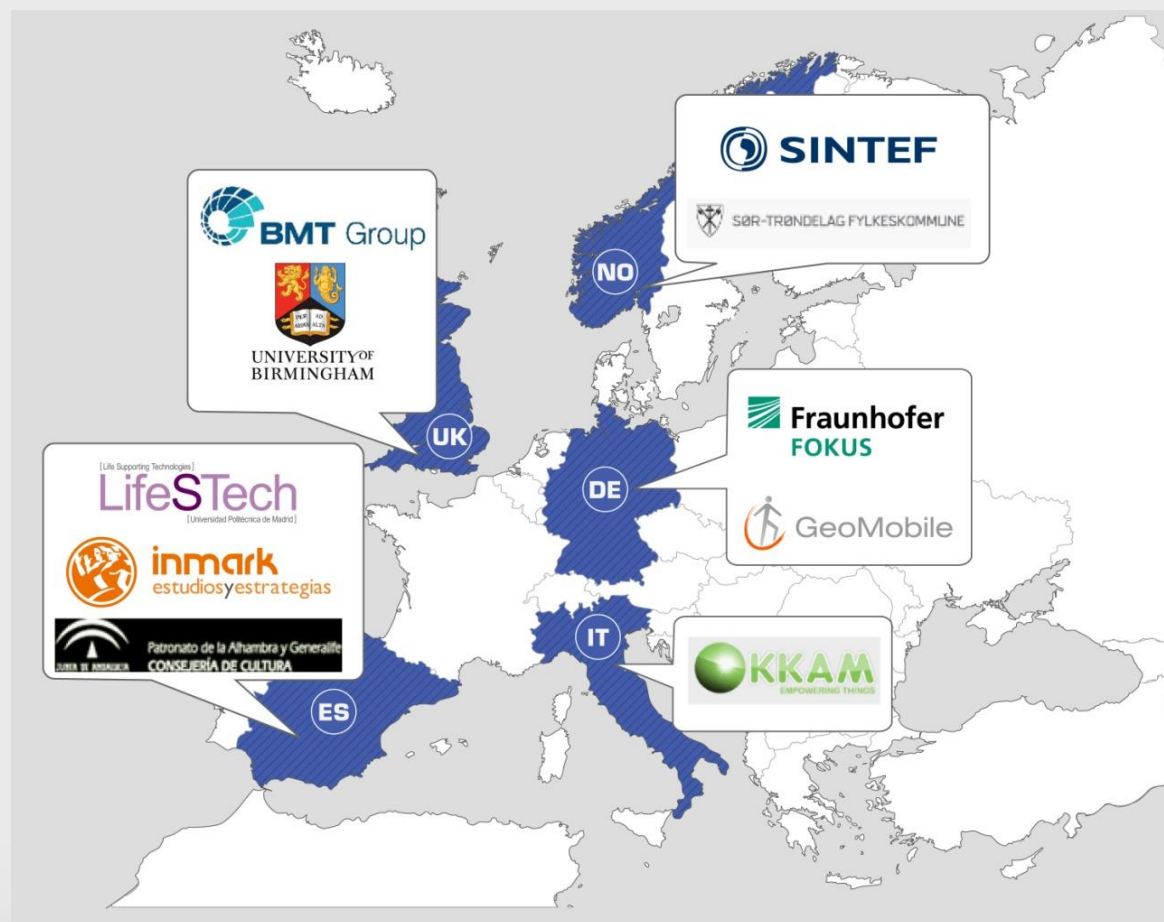(Academics/Schools & Any Expert)

Curators and professionals of the cultural heritage sector

Public Information from Public platforms

The TAG CLOUD Consortium.

TAG CLOUD consortium

Discussion.

- Business models from cultural OPEN DATA, eGovData. Could third parties exploit e-Gov standardized data from cultural sites?

- Need and opportunities on enablement of personalized experiences, social interactions and data visualizations

- Exchange of successful/not successful cases and business models implemented by companies/institution/organizations (public or private) using online accessibility of public sector open data and content.

- **Related, similar or different approaches**. Cases creating "empathy" and sound user models that enable compelling approaches and diffusion of cultural digital content produced by cultural sites.

- Barriers for third parties to use public sector (open) data and content for making business.

- Wrapping up discussion & Conclusions (10 mins)

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