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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What is the problem we approach?
The problem we approach

CULTURAL PERSPECTIVE:

• The engagement with cultural heritage is low.

TECHNOLOGICAL PERSPECTIVE:

• Innovative and personalized use 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

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Moving from TAG CLOUD to COOLTURA

COOLTURA PLATFORM (CLOUD BASED + OPEN DATA PLATFORM)

- Centralized Account Mgmt.
- Data/Library Mgmt.
- Bookmark/Preference Synchronization
- Personalization & Recommendation
- Social Integration
- API, app mgmt.

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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
Importance of harvesting and standardizing cultural content for enabling intelligent content.
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

- 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
- Staging/Harmonization
- For the App Personalization
- For curators info
- Harvesting & OKKAM

Customer Services / Support (Maintenance) / Security - IPRs
COOLTURA: A suite of services

Adapted cultural Content and increased engagement

Improved processes for better cultural experience delivery

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Customer Services / Support (Maintenance) / Security - IPRs
Use Cases & Scenarios covered by 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

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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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