



URZĄD MARSZAŁKOWSKI  
WOJEWÓDZTWA POMORSKIEGO

# Interactive Tourist Information System

The largest  
project in  
Europe



Tourism in Poland is one of the fastest growing sectors of economy. Yearly increase in the interest of domestic tourism makes the regions face higher and higher expectations of tourists.

Increasing tourism in Poland brought about the idea of to create a modern interactive tourist information system for Pomeranian Voivodeship, in accordance with modern standards of information exchange and facilities offered by the modern technology.



# ISIT and Pomorskie.travel



The interactive indoor LCD STANDS with 42" touch screen



The interactive outdoor LCD STAND with 46" touch screen

**ISIT**, the Interactive Tourist Information System as part of the initiative Pomorskie.travel is the largest and most modern tourist information network in Poland and Europe, using interactive technology of digital signage in public spaces.

The result of several months creative work, functional concept the Marshal Office of the Pomeranian Region - Department of Tourism developers ISIT, is an innovative form of Interactive Tourist Information System.



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# The project

The system of LCD STANDS includes 245 screens: 170 internal screens (42-inch) and 75 external screens (46-inch). The implementation of touch technology introduced a new quality of communication with tourists, which makes the discovering of Pomeranian Voivodeship not only interactive and multimedia, but above all fully engaging and exciting.

That project required full commitment of the team of DDS Poland at every stage - from planning to implementation.

An extremely important stage in the cooperation was the preparation of the project and strategic consulting. We designed network communication, prepared technological and manufacturing facilities.

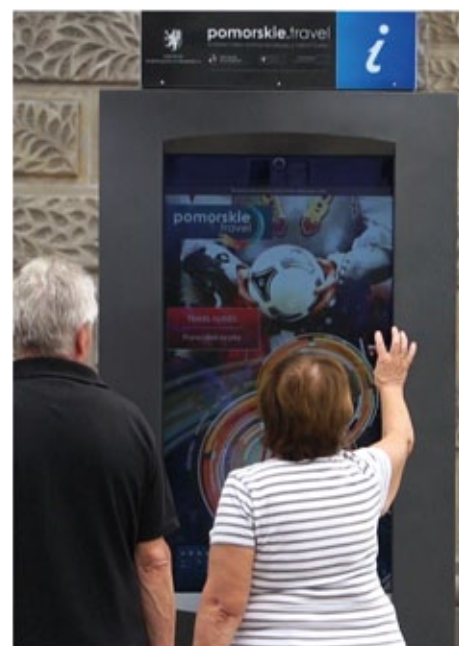
**DDS Poland** engineers and the technical team carried out a highly effective production process of the internal LCD STANDS. During the manufacture, latest technological solutions of LCD STANDS were used, which ensured trouble-free working of the device in extreme weather conditions.

Many years of **DDS Poland's** experience made it possible to produce LCD STANDS which meet the strictest requirements for quality and reliability.

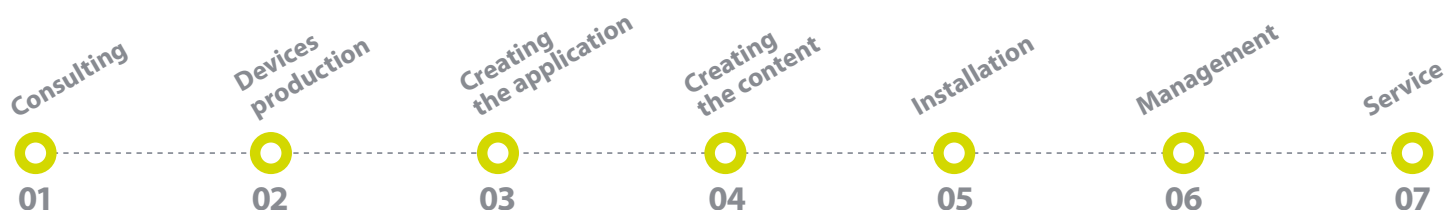


Our technical team took care of transport and installation of LCD STANDS throughout all the Pomeranian region. Experts from **DDS Poland** carried out fast and efficient installation process and launched network monitoring.

**DDS Poland's** team consists of the most outstanding experts on the subject of digital signage and real enthusiasts of new technologies. We focus on co-operation with the client at the highest level. Thanks to this our customers have full support at the stage of planning the project, its execution, implementation and when it is put into use.



## Workflow project



# The effects



DDS Poland is the leader in digital signage – testify by the awards and nominations



PDSA 2012 Award for the Marshal Office of the Pomeranian Region - first place in the category: „Best Interactive Contents DS”

The network of LCD STANDS within Pomorskie.travel project has been implemented with great success, which was proved by the Polish Digital Signage Association award - first place in the category of Best Interactive DS contents.

The first interactions of tourists with LCD STANDS proved that both the interface and ergonomics of an LCD STAND, and the construction of the device, fulfilled all the expectations, and the project itself carries out all the set targets successfully.

An interactive LCD STAND introduces new quality of communication and is a perfect evidence that well-used technology improves quality of life, increases the attractiveness of the region and acts in the society interest ■



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