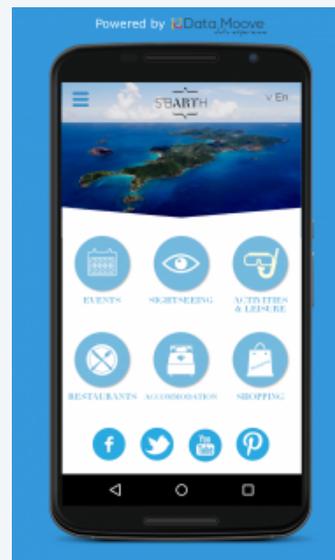


## Data Moove enhances the tourist experience with improved sources of information using flow aggregation

*Such products have been jointly developed under a strategic research partnership with Carnot Télécom & Société numérique (EURECOM).*

### Supporting Innovation

Tourism is now an important industry.. It is economically dependent to, a large extent though, on the most appropriate response given to increasingly demanding, global and mobile travellers. Very much aware of the territorial challenges ahead, **Data Moove** aims at providing current and correct information to the right people in the right place at the right time. The start-up pulled off the ambitious venture by aggregating wisely a rather heterogeneous collection of data and selecting relevant information while making them available via a kiosk or mobile extension by means of its City Moove app. The partnership with a Carnot institute will enable the enterprise to go further and build a brand ecosystem of services to support the travellers.



### The client needs

The territorial reform and progression towards more sustainable and competitive tourism require the territories to mobilise their resources and optimise their economic benefits. Data Moove thus offers both the local authorities and private stakeholders a solution providing real-time information for the tourist as to the many activities he can take advantage of during his stay. From the day it was founded back in 2014, **Data Moove** has been exploiting large volumes of public and private sources related to tourism and culture, in accordance with applicable regulation and in compliance with the strictest quality criteria. Given the huge amount of data and various types of contents, the continuous updating through social networks as well as the obvious redundancies, R&D support has been indispensable. For its part, **Carnot Télécom & Société numérique** works on structuring the social media data, while modelling variations and relationships by use of semantic graphs. The partnership has started as early as 2015.

### Partnership

EURECOM, an engineering school part of the Télécom & Société numérique Carnot Institute based at Sophia Antipolis\*\* quickly learned how to work through and around the constraints and objectives experienced by Data Moove. The partnership has facilitated the development of a major app function that can, on the one hand, be auto-calibrated to assess the degree of similarity resulting in duplicate entries and, on the other hand, categorise events. Saint Barthélemy has been the first location equipped with the relevant software. The application can naturally be set to adapt to every single type of digital environment and connect automatically to existing application programs. Due to the huge potential of the global tourism market, a project of interactive dialogs was launched accordingly in 2018. EURECOM and Data Moove pursue a comprehensive strategic research partnership which includes, beyond the R&D component, a system of financial support for companies. The solution range has revealed support and commitment across the partners and a broad spectrum of the parties involved, including the tourist information services.

\*\*technology park southwest of Nice