

# ANSamed

Saturday, 6 September 2014 | 11:48

## Bethlehem electronic tourist guide created in Trentino

### Audioguide and video via smartphone or tablet

01 September, 15:19

- 
- [prev \(javascript:prevImage\(\)\)](#)
- [next \(javascript:nextImage\(\)\)](#)

*(javascript:nextImage())*

(ANSamed) - TRENTO, SEPTEMBER 1 - A tourist guide for Bethlehem has been designed and made in Trentino.

The idea behind it was that of the University of Trento through its Okkam spin-off, in collaboration with the Sina Institute of the Birzeit University in the West Bank and the Center for Cultural Heritage Protection (CCHP). The guide was made using the Objectlinks platform developed by Okkam, which enables a more flexible and effective use of QR codes (or any other proximity sensor, such as NFC and RFID) to communicate with users of smartphones and tablets, improving visits to Palestine and helping to foster appreciation of Bethlehem's cultural heritage. While strolling through the Old City, tourists can read the QR codes with their smartphones and listen to audioguides in their own language, watch videos, and read information. The Bethlehem culture authority can modify and add content without ever having to change the QR codes posted throughout the city. The initiative currently includes eight sites of historic and cultural significance of the city, including the Church of the Nativity, Manger Square, and Star Street. Since it was introduced a week ago, the system has been used by hundreds of local and foreign tourists visiting the city, and has been praised for its ease of use and navigation as well as the thoroughness of the multilingual content. The initiative is part of the Siera project, co-funded through the seventh EU framework program, which aims to foster cooperation in the research sector with experts throughout the world in the technology sector to share multilingual and multicultural knowledge. The project coordinator is the Sina Institute of the Birzeit University in Ramallah, and also includes the University of Trento, Milan's Bicocca, Nova de Lisboa and the Berlin-Brandenburg Academy of Sciences.(ANSamed).

© Copyright ANSA - All rights reserved