

An interactive guide shows the secrets of Giralda from the past to the present day

LOCATION: Sevilla

DURATION: 1:40

SUMMARY: A group of young entrepreneurs from Seville has developed a virtual touristic guide of the city. This tool, designed for mobile devices, will use GPS and allow the tourist to know the historical evolution of monuments through an augmented reality system. The first monument included has been the Giralda, whose evolution can be seen from the Almohad period to the present day.

VTR:

They study every detail of Seville. A year ago, these four entrepreneurs started a cooperative. Their objective was to create a virtual guide for tourist with historical and commercial information.

EDUARDO RANGEL
Marketing Director Fantastic 4

"We have detected a niche market that we want to exploit. Now in the market there are only typical paper guides or maps."

They wanted to offer something new. This guide uses virtual reality to show the user how the monument was in the past.

DIEGO LOZANO
Technical Director Fantastic 4

"It would allow moving freely all over the city, when they arrive to a monument. And when you arrive to a monument that interests you, you can see how it was before. They can have audiovisual information of the monument."

Spectra Giralda is very easy to use. The tourist just has to place the tablet in front of the monument.

TOURISTS

"This way elderly people can imagine, because maybe we have more knowledge as we have studied it, but perhaps them not."

"The truth is that it is very well documented and it is very effective."

MARIO DELGADO
Project Manager Fantastic 4

"We do not just offer augmented reality, there is an investigation process behind with absolute historical accuracy. We always take care of details at work to offer the highest accuracy."

A window to the past to support tourism today.

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