



Giscover Mobility

Mobility Management System

An integrated mobility system for the management of public transport timetables, lines, stops and stations

Contact

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Objectives

Giscover Mobility is an MMS (Mobility Management System) for the integrated management of public transport timetables, lines, bus stops and train stations, enabling user interactivity to visualize the information on the internet, portable devices and information panels.

The information is georeferenced on digital cartography and integrated with modern mapping management systems, GPS technology and mobile computing.

In addition to information directly related to public transport, the system may be used to manage and display other information of public and touristic use and interest.

Giscover Mobility is a project developed by Alte Vie snc based in Trento, Italy.

Technology and functionality

Giscover Mobility Web

Giscover Mobility Web is a system based on web technology for research, navigation and display of points of interest and tracks on personalized mapping devices, that may be integrated into websites and information systems used by public transport companies and municipalities.

Bus stops, metro and train stations, and the lines of which they form part may be searched textually or by navigating on digital maps. The maps display detailed information related to points and tracks when selecting the corresponding icon.

The user may activate selection filters such as point categories, tracks and data textually on the dynamic map on the public transport website and in Google Earth.

The selection criteria, user interface and graphics may be adapted to the needs and wishes of the clients to fit their corporate identity and to maintain the layout of their pre-existing websites.

Acquisition and conversion of data

Many public transport companies already have GIS data and electronic timetables available. In such cases, all that is needed is an expeditious conversion and upload of the existing data into the Giscover Mobility system.

Where GIS data are not readily available, the Giscover.com technicians may acquire and process them for the client.

Thanks to modern GPS technology and a cooperative approach, it is now possible to expeditiously administer and digitalize a provincial and regional public transport network, and thereby rendering it usable in the MMS platform, combining GPS data collection, GIS processing and timetable databases.

The processed data may be visualized and navigated dynamically on digital maps and adapted to Google Transit to enable integration directly onto the Google Maps platform. Giscover.com offers support to public transport companies for the production and upload of the public transport network and timetables onto the Google Transit platform.



Scalability, intermodality

The use of modular and scalable technologies makes it possible to integrate and reorganize local public transport systems of diverse typologies and dimensions.

Thus, intermodal transport systems may be set up and administered using the **Web 2.0** cooperative approach and information from various other sources, such as MMS, CMS and DMS, may be shared.

Example

In the regional MMS system, transport systems of several public and private transport companies may be visualized in an intermodal manner, even if they vary in terms of typology. However, they may still be represented and administered individually and autonomously, as well.

In the same way, an integrated system for the ASSTRA may be set up, integrating all the MMS of the associated MMS and thereby enabling the setup of a nationwide public transport network system implying a significant cost reduction for the individual companies involved.

An intuitive information system with a user-friendly interface facilitates the rationalization of the transport systems to promote the use of public transport and alternative means of sustainable mobility such as car-sharing, car-pooling, bicycle rental etc., as well as any possible combinations.

Mashup and condivision

The fact that a high number of agents cooperate to keep the information updated in a system such as the MMS provides a hierarchical and dynamic means for publication flow.

The condivision of the information is carried out by using **GeoRSS** and **RSS feeds, web services** and **KML files**, thereby reducing redundant information to a minimum while enabling speedy updates.

Mashup is the definition commonly used to define this typology of web applications that combine textual and multimedial information from several sources. The information is then integrated and presented in one single **Geo Web** system.

Research and development

The MMS concept may be used for research and development of rendering and routing systems based on open source mapping (Open Street Map) for public transport and sustainable mobility, with mapping and pre-existing GIS data (regional, provincial and municipal) adapted and integrated into the system.

Examples:

-Research and development of rendering systems and navigation algorithms for public transport, intermodality and sustainable mobility.

-Mapping and routing systems available via portable devices (cell phones, PND - personal navigation devices) and displays placed near bus stops or on the buses (with or without user interaction/touch screens).



Giscover Education

Pilot projects are being developed in cooperation with schools of varying types and levels. Guided by the teachers, the students carry out territorial syntheses that will then be published on the Geoweb/Web 2.0 systems, and may thus be integrated and contextualized in the MMS. In the same manner, cultural and sports associations, for example, may be involved.

The public transport lines and stops, as well as points of interest may be associated with pictures in Picasa.com, Flickr.com and with videos in Youtube.com and Vimeo.com selected by the client.

Points of interest, thematic itineraries, events

In addition to what is directly related to mobility, such as lines, bus stops and timetables, other types of information such as points of interest, thematic itineraries and event locations may be made available to the user.

Points of interest and touristic itineraries may thus be activated in the MMS system of a public transport company and then integrated into a DSM (Destination Management System) with detailed information relating to local mobility.

Spaciotemporal tracking

All the objects included are associated with geographic coordinates expressed in latitude, longitude and altitude.

The KML standard also enables the administration of the temporal dimension, associating the time and/or a time interval with each separate element.

It is thus possible to activate and deactivate the base elements at a time interval selected in the search parameters.

The temporal dimension is particularly useful to display events, animated or simulated sequences.

Example: displaying live or recorded positions of buses and people moving on the maps.

Digital and printed mapping

Alte Vie snc produce digital and printed maps in cooperation with specialized companies.

The compiled data may be represented on **Google** digital maps (Google Maps and Google Earth) and on the free **Open Street Map**, as well as on other sources of mapping available on the market.

The resulting maps constitute the basis for the georeferencing of tracks and points of interest and may be personalized according to the needs and wishes of the client.

The digital maps may be used on internet sites, as well as on personal and portable computers.

Giscover Mobility Mobile

The modern portable computers and telephones constitute an innovative and efficient method of accessing information.

Several modalities and usage combinations are possible.



Giscover Mobility Tracking

A system for tracking vehicles and people, using GPS technology and data transmission via GPRS.

Merging technologies

Internet

The MMS system is based on internet/APS (application service provider) technology accessible via the browser of personal computers, information panels and mobile telephones.

Fixed and mobile information panels

The same content that is accessible using a PC may be displayed on information panels near stations and bus stops. User interaction may be enabled using touchscreens.

Via the panels, the users are kept updated about their waiting time for the specific means of transport, announcements, tourist information and important news. Space may also be reserved for a sponsor.

Portable devices and telephones

Mobile telephones may already access adapted internet pages.

Research and development is currently under way for the set-up of a multi-platform system compatible with the most popular operating systems (Symbian, Windows Mobile, BlackBerry, iPhone and Google Android). The aim is to reduce the online time needed by using information and caching systems to enable navigation and off-line search.

The use of the mixed modality (online/offline) thus makes it possible to optimize the information flow and thereby reducing the connection cost for the user.

The main function is to communicate the geographical position of the device or the user to the central MMS system in order to obtain contextualized information.

The information may be downloaded to portable devices via wi-fi and/or Bluetooth from a local distribution unit installed near the bus stops/train stations and on board the buses/trains.

Thus, it is possible for the users to select how to access and update the information onto their telephones: **GPRS, SMS, Bluetooth** or **wi-fi**.

In addition to mapping systems owned by Google or others, **Open Street Map** will be available as an alternative mapping system. This open source program supports specific functions for public transport such as searchable information about lines, bus stops and timetables, and is accessible on the internet and portable devices.

All the tracking information may be uploaded to the MMS system in the most widely used formats, such as GPX and KML, and may thus be downloaded onto **PND** and portable **GPS** devices by the user.

Agreements may be reached with the main producers of portable devices and telephone operators for the delivery of updated data that may then be offered for sale to the public directly together with the device and with the possibility of online updating.



Real-time tracking

Means

GPS devices communicate the position via GPRS to the MMS, enabling real-time updates about the entire information network and displaying the arrival time on information panels and portable devices.

The devices may also be connected to an electronic system of the vehicle and register all statistically and operationally relevant events, such as the opening of the doors, petrol consumption, engine performance etc.

Such devices are, in general, permanently mounted on the vehicle and connected to the electric system.

Individuals and portable devices

People tracking solutions may be integrated into mobile telephones and specific devices with personalized functions such as SOS or services specifically adapted to travellers.

The same devices used for the tracking of persons may be employed to track vehicles. For use in vehicles, a quick-release mounting system and connection via the electric cigarette lighter can be provided.

Tracking systems of mobile telephones and portable devices are particularly suitable for the purposes of sustainable mobility (car sharing, car pooling) and safety (for children and the elderly).

Economic and publicity aspects

Compared to the traditional mapping system, an MMS system is considerably more efficient and economical due to a large cost reduction for printing and distribution.

A Giscover Mobility system offers the public transport company a useful instrument to generate income by providing publicity space on the website, information panels and mobile telephones.

Advertising agencies and local editors may be involved to manage the data collection and production of news and other contents.

The internet sites of public transport companies are generally amongst the most visited. The high number of hits provides the advertiser with an effective communication channel, with the added advantages of contextualization of the information with regard to the geographical position, and timely updates.

Hotel booking and classified ads systems may be integrated into the MMS system.

For example, booking through Booking.com – one of the most popular booking sites - may be integrated and the company that owns the system can then receive commission on bookings made via their website.

The classified ads may be free of charge for private individuals and payable for companies (for example estate agents, car dealers etc.)

Due to the user interaction, the cooperative approach, the strong local benefit potential and the object of promoting sustainable mobility, financial sponsors for the MMS may be found amongst local or European entities, as well as bank or insurance companies.

Case History ATAF - Azienda Trasporti dell'Area Fiorentina



The development of Giscover Mobility for the ATAF - Florence

On behalf of the ATAF (the Florence local bus company), the Giscover team has entered the local bus stops, lines and timetables of Florence into the MMS system. The following pages are screenshots and contents from this application.



The Giscover Mobility adapted to the ATAF is presented as a dynamic page divided into three main areas to enable intuitive navigation and provide the user with the most advanced navigation tools on Google maps.

The user requests an itinerary from A to B, selecting their preferred mobility means: "public transport", "car" or "by foot".

Bus stops, lines and points of interests may be searched individually or together. Each page contains 20 elements and the users may select to display as many of them as they wish.

Line



- Name of the line
- Links to display the line in Google Earth, download to portable devices, printing
- Identifying the line and its end stations
- Graphic display of the line
- Photo and video gallery
- Textual description



- Line sponsor logo and link to their webpage (as part of the "Adopt your bus stop" project – see "La Mia Fermata/My Bus Stop" at the end of this document)
- Printable timetable adapted to contain the relevant data (weekday, Saturday, Sunday etc.) with the possibility of inverting the direction of travel

Bus stop

- Name of the bus stop
- Links to display the location of the bus stop in Google Earth, download for portable devices, printing
- Photo and video gallery
- Textual description
- Bus stop sponsor logo and link to their webpage (as part of the "Adopt your bus stop" project)
- List of businesses, points of interest and other sponsors associated with the bus stop
- List of the other lines available at the same bus stop
- Graphic display of the selected line passing by the bus stop
- Printable timetable adapted to contain the relevant data (weekday, Saturday, Sunday etc.) with the possibility of inverting the direction of travel

Points of interest, events and travelling time

- Name
- Links to display the location of the bus stop in Google Earth, download for portable devices, printing
- Photo and video gallery
- Textual description
- List of points of interest for various itineraries
- Tags

Map

The map may be displayed as a street map, topographic map, satellite view or on the new Earth 3D.

The map is navigational using the mouse and zoomable with the mouse wheel and by clicking on the scale bar on the side of the map.

The icons of the line or bus stop sponsor are displayed as a default when the page is opened, but this may be deactivated by the user.

Photos uploaded by other users and from other sites (such as Panoramio) or information from Wikipedia may be displayed.

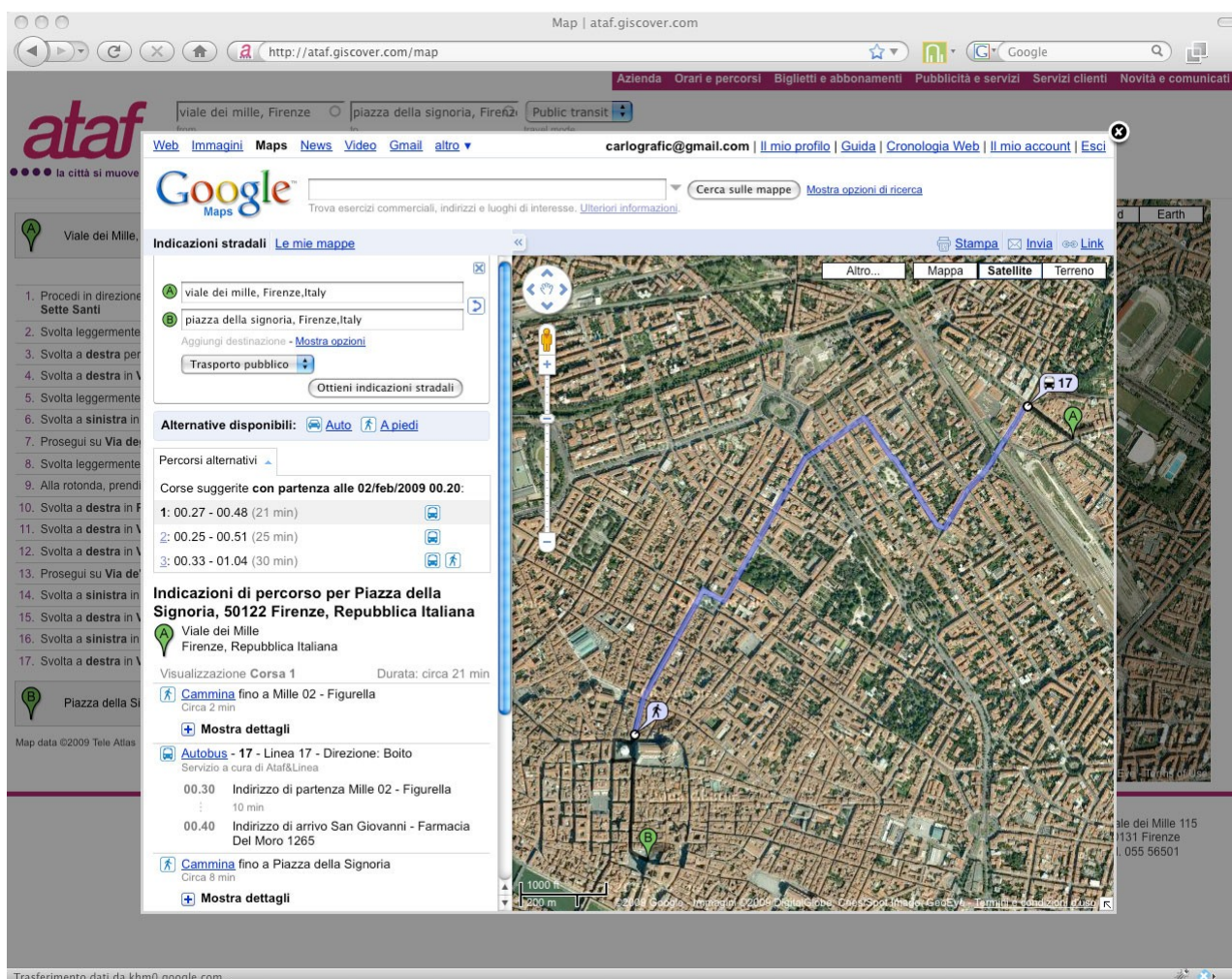
Attachments

Video

http://www.youtube.com/watch?v=DySWiZOzTWO&feature=channel_page – it is recommendable to select “watch in high quality”.

Screenshots

Bus itinerary



The screenshot shows the GIScover website interface. The main content area displays a Google Maps view of Florence, Italy, with a blue route highlighted. The route starts at Viale dei mille and ends at Piazza della Signoria. The interface includes a search bar, navigation controls, and a sidebar with a list of directions. The sidebar also shows a list of alternative routes and a detailed bus itinerary for Linea 17.

Indicazioni stradali

- A: viale dei mille, Firenze, Italy
- B: piazza della signoria, Firenze, Italy

Aggiungi destinazione - [Mostra opzioni](#)

Trasporto pubblico +

Ottieni indicazioni stradali

Alternative disponibili: Auto A piedi

Percorsi alternativi

Corse suggerite con partenza alle 02/feb/2009 00.20:

- 1: 00.27 - 00.48 (21 min)
- 2: 00.25 - 00.51 (25 min)
- 3: 00.33 - 01.04 (30 min)

Indicazioni di percorso per Piazza della Signoria, 50122 Firenze, Repubblica Italiana

A: Viale dei Mille
 Firenze, Repubblica Italiana

Visualizzazione Corsa 1 Durata: circa 21 min

Cammina fino a Mille 02 - Figurella
 Circa 2 min

Mostra dettagli

Autobus - 17 - Linea 17 - Direzione: Boito
 Servizio a cura di Ataf&Linea

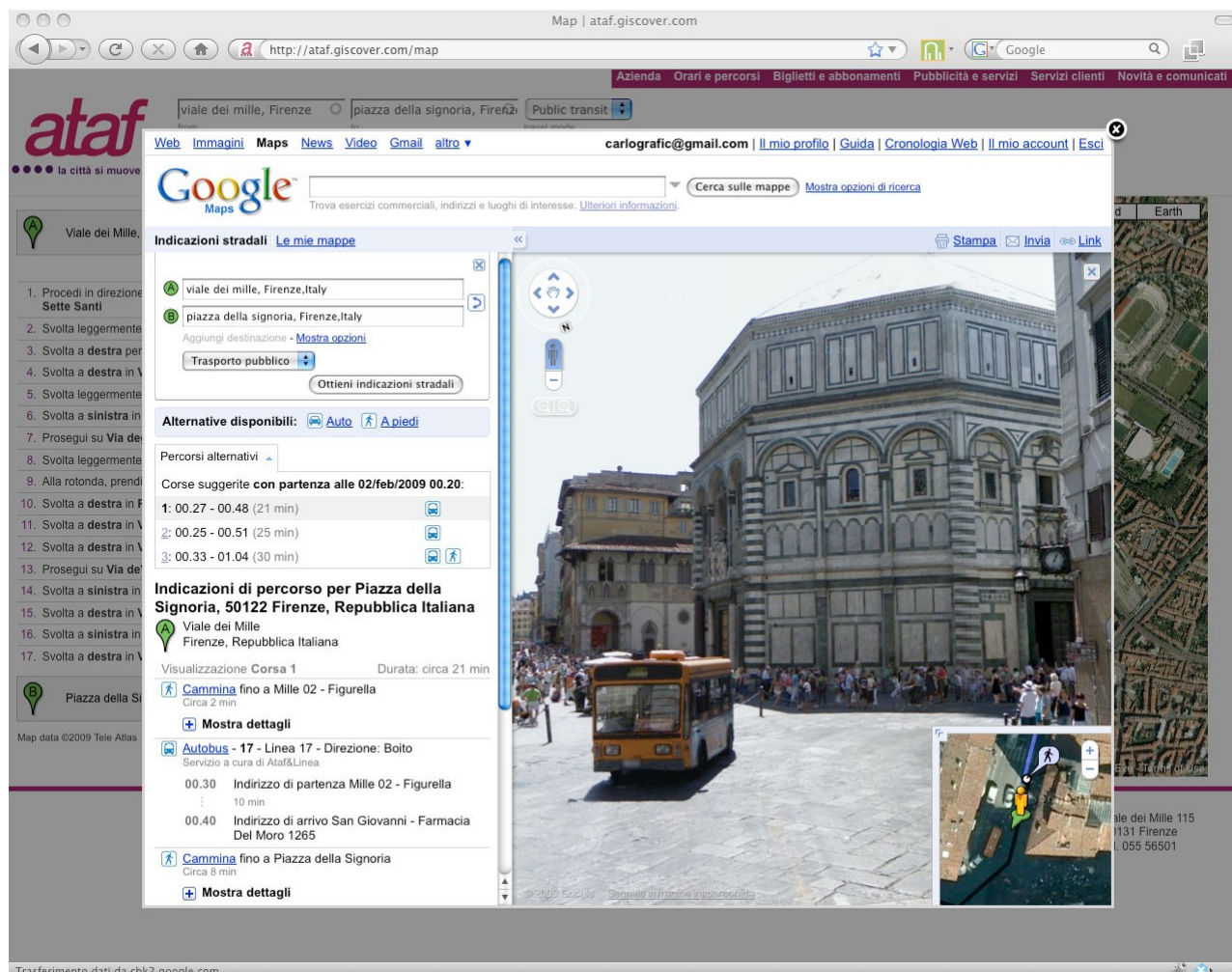
00.30 Indirizzo di partenza Mille 02 - Figurella
 : 10 min

00.40 Indirizzo di arrivo San Giovanni - Farmacia Del Moro 1265

Cammina fino a Piazza della Signoria
 Circa 8 min

Mostra dettagli

Bus itinerary – Street view



The screenshot shows the GIScover website interface. The main content area displays a bus itinerary for a route from Viale dei Mille to Piazza della Signoria in Florence. The itinerary includes a list of alternative routes with their respective durations and a detailed view of the selected route, which is a bus service (Autobus - 17 - Linea 17) with a duration of approximately 21 minutes. The street view image shows a yellow bus in Piazza della Signoria, with the Florence Cathedral (Duomo) in the background.

Indicazioni stradali

Viale dei mille, Firenze, Italy

piazza della signoria, Firenze, Italy

Trasporto pubblico

Otteni indicazioni stradali

Alternative disponibili: Auto A piedi

Percorsi alternativi

Corse suggerite con partenza alle 02/feb/2009 00.20:

- 00.27 - 00.48 (21 min)
- 00.25 - 00.51 (25 min)
- 00.33 - 01.04 (30 min)

Indicazioni di percorso per Piazza della Signoria, 50122 Firenze, Repubblica Italiana

Viale dei Mille
Firenze, Repubblica Italiana

Visualizzazione Corsa 1 Durata: circa 21 min

Cammina fino a Mille 02 - Figurella
Circa 2 min

Mostra dettagli

Autobus - 17 - Linea 17 - Direzione: Boito
Servizio a cura di Ataf&Linea

00.30 Indirizzo di partenza Mille 02 - Figurella
10 min

00.40 Indirizzo di arrivo San Giovanni - Farmacia Del Moro 1265

Cammina fino a Piazza della Signoria
Circa 8 min

Mostra dettagli

Line data

Azienda Orari e percorsi Biglietti e abbonamenti Pubblicità e servizi Servizio Clienti Novità

Fermate, linee, eventi, POI, indirizzi, esercizi commerciali

Itinerario ← Inverti →

comune, via, click mappa

Da dove Quando

Cerca

Trasporto pubblico

Linee Fermate Itinerario ↑ Order by ↓

- 1 Boccaccio - Calenzano Linea ATAF
- 2 Alamanni - Calenzano Linea ATAF
- 3 Cure - Nave Rovezzano Linea ATAF
- 4 Celso - Cappuccini Linea ATAF
- 5 Arcipressi - Massa Linea ATAF
- Jazz in stazione Evento
- Farmacia Balducci poi
- Alamanni Fermata ATAF
- 7 Barbetti - Chiusi Linea ATAF
- 8 Stazione -Setignano Linea ATAF
- 9 Ficino - Due Strade Linea ATAF
- 10 Valfonda - Michelangelo Linea ATAF

Linea 2 Alamanni - Calenzano

A FIRENZE DAL 1947 BIANCHERIA PER LA CASA

telerie toscane

Lungo la linea 2 trovi questi esercizi commerciali:

- FARMACIA DEL ROMITO
- FORNO PINI
- LEO FRANCE
- RISTORANTE TOP RANK
- BINI MATERASSI RETI
- SARZOLO PIZZERIA
- BI AUTO TOYOTA
- LE TELERIE TOSCANE
- VANNUCCI ASSICURAZIONI
- REPLAY STORE
- ACI RIFREDI
- MAK MOBILI
- SP AGENCY
- ASCOLTARE STUDIO ACUSTICO
- FARMACIA BALDUCCI

Linea 2 Alamanni - Calenzano

Feriale 19/01/09 - 23/01/09

DIREZIONE: → da Alamanni → da Calenzano

← Inverti direzione →

Selezionare orario:


18/01/2009 15:31

- Feriali 15/01/09-23/01/09, 26/01/09-30/01/09
- Sabato 24/01/09
- Festivi 24/01/09, 25/01/09

ALAMANNI	05:30	06:00	06:25	06:40	06:56	07:08
IACOPO DA DIACCETO	05:30	06:00	06:25	06:40	06:56	07:08
ROSSELLI - ISTITUTO PROSPERUS	05:31	06:01	06:26	06:41	06:57	07:09
LORENZO IL MAGNIFICO	05:34	06:04	06:29	06:44	07:00	07:12
ROMITO 01	05:36	06:06	06:31	06:46	07:02	07:14
BONAINI	05:37	06:07	06:32	06:47	07:03	07:15
MILANESI - FARMACIA DEL ROMITO	05:38	06:08	06:33	06:48	07:04	07:16
PALAZZO BRUCIATO	05:39	06:09	06:34	06:49	07:05	07:17
PISACANE 01	05:40	06:10	06:35	06:50	07:06	07:18
DALMAZIA 03	05:42	06:12	06:37	06:52	07:08	07:20
S. STEFANO IN PANE - FORNO PINI	05:42	06:12	06:37	06:52	07:08	07:20
GULLIANI 01	05:43	06:13	06:38	06:53	07:09	07:21
GULLIANI 03	05:43	06:14	06:39	06:54	07:10	07:22
GULLIANI 05	05:44	06:15	06:40	06:55	07:11	07:23
GULLIANI 07	05:45	06:16	06:41	06:56	07:12	07:24
SESTESE 01	05:46	06:16	06:41	06:57	07:13	07:25
SESTESE 03	05:47	06:18	06:43	06:59	07:15	07:27
SESTESE 05 - LEO FRANCE	05:47	06:19	06:44	06:59	07:16	07:28

Alte Vie snc di Nicolodi Massimo e C. - Via Lunelli, 62 - 38100 TRENTO - Italy
 Tel. +39 0461 825345 - Fax +39 0461 428527- eMail: massimo.nicolodi@altevie.net
 CCIAA Trento 19414/1999 - P.IVA 01658680226
 Lat/Lon WGS84: N46°05'31.3" E11°07'01.4"

Bus stop data



Azienda Orari e percorsi Biglietti e abbonamenti Pubblicità e servizi Servizio Clienti Novità

Cerca

Fermate, linee, eventi, POI, indirizzi, esercizi commerciali

Itinerario inverti Cerca


comune, via, click mappa comune, via, click mappa 08/12/2008 11:24 Trasporto pubblico

Da dove A dove Quando In che modo

Linee Fermate Itinerario Order by

- 1 Boccaccio - Calenzano Linea ATAF
- 2 Alamanni - Calenzano Linea ATAF
- 3 Cure - Nave Rovezzano Linea ATAF
- 4 Celso - Cappuccini Linea ATAF
- 5 Arcipressi - Massa Linea ATAF
- Jazz in stazione Evento
- Farmacia Balducci ppj
- Alamanni Fermata ATAF
- 7 Barbetti - Chiusi Linea ATAF
- 8 Stazione -Settignano Linea ATAF
- 9 Ficino - Due Strade Linea ATAF
- 10 Valfonda - Michelangelo Linea ATAF

Fermata Alamanni



www.farmacibalducci.it

Lungo la linea 2 trovi questi esercizi commerciali:

- FARMACIA DEL ROMITO
- FORNO PINI
- LEO FRANCE
- RISTORANTE TOP RANK
- BINI MATERASSI E RETI
- SARZOLO PIZZERIA
- BI AUTO TOYOTA
- LE TELERIE TOSCANE
- VANNUCCI ASSICURAZIONI
- REPLAY STORE
- ACI RIFREDI
- MAK MOBILI
- SP AGENCY
- ASCOLTARE STUDIO ACUSTICO
- FARMACIA BALDUCCI

Fermata Alamanni - Linea 2

Feriale 15/01/09 - 23/01/09

Linee passanti per questa fermata

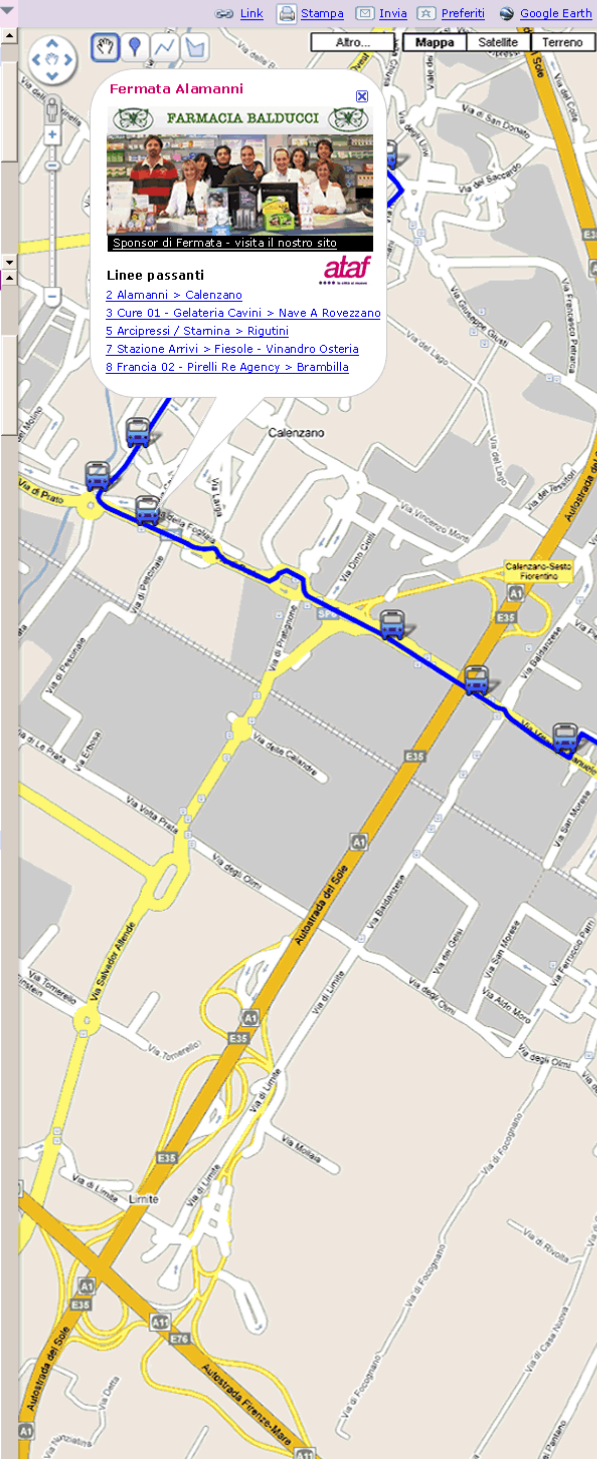
- 2 Alamanni > Calenzano
- 3 Cure 01 - Gelateria Cavini > Nave A Rovezzano
- 5 Arcipressi / Starnina > Rigutini
- 7 Stazione Arrivi > Fiesole - Vinandro Osteria
- 8 Francia 02 - Pirelli Re Agency > Brambilla

Selezionare orario:


18/01/2009 15:31

- Feriali 15/01/09-23/01/09, 26/01/09-30/01/09
- Sabato 24/01/09
- Festivi 24/01/09, 25/01/09

05	30
06	00 25 40 56
07	08 19 32 41 52
08	04 16 28 41 54
09	07 19 31 43 55
10	07 20 34 50
11	07 23 40 57
12	15 32 50
13	06 22 37 53
14	10 27 42 58
15	14 30 43 57
16	10 24 38 52
17	06 20 34 48
18	02 16 30 44 59
19	14 32 51
20	09 30 55
21	20 50
22	50
23	
00	30
01	
02	
03	
04	



Fermata Alamanni



Sponsor di Fermata - visita il nostro sito

Linee passanti

- 2 Alamanni > Calenzano
- 3 Cure 01 - Gelateria Cavini > Nave A Rovezzano
- 5 Arcipressi / Starnina > Rigutini
- 7 Stazione Arrivi > Fiesole - Vinandro Osteria
- 8 Francia 02 - Pirelli Re Agency > Brambilla

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 Lat/Lon WGS84: N46°05'31.3" E11°07'01.4"

Glossary

KML

From Wikipedia, the free encyclopedia

Keyhole Markup Language (KML) is an XML-based language schema for expressing geographic annotation and visualization on existing or future Web-based, two-dimensional maps and three-dimensional Earth browsers. KML was developed for use with Google Earth, which was originally named Keyhole Earth Viewer. It was created by Keyhole, Inc, which was acquired by Google in 2004. The name "Keyhole" is a homage to the KH reconnaissance satellites, the original eye-in-the-sky military reconnaissance system first launched in 1976.

Google Maps

From Wikipedia, the free encyclopedia

Google Maps (for a time named Google Local) is a free web mapping service application and technology provided by Google that powers many map-based services including the Google Maps website, Google Ride Finder, Google Transit and embedded maps on third-party websites via the Google Maps API. It offers street maps, a route planner for traveling by foot, bicycle, car, or public transport and an urban business locator for numerous countries around the world. It also can help with finding businesses.

A related product is Google Earth, a stand-alone program for Microsoft Windows, Mac OS X, Linux, and iPhone OS which offers more globe-viewing features.

Google Transit

In December 2005, Google launched Google Transit. This is a web application (listed in Google Labs), that plans a trip using public transportation options. Google Transit launched with support for Portland, Oregon. Information for Eugene, Oregon; Honolulu, Hawaii; Pittsburgh, Pennsylvania; Seattle, Washington; and Tampa, Florida was added on September 27, 2006 with more added since including adding cities in Canada, Europe, Japan and Australia. The service calculates route, transit time and cost, and can compare the trip to one using a car.



OpenStreetMap

From Wikipedia, the free encyclopedia

OpenStreetMap (OSM) is a collaborative project to create a free editable map of the world. The maps are created using data from portable GPS devices, aerial photography and other free sources. Both rendered images and the vector dataset are available for download under a Creative Commons Attribution-ShareAlike 2.0 licence.^[1] Registered users can upload GPS track logs and edit the vector data using the given editing tools. OpenStreetMap was inspired by sites

such as Wikipedia — the map display features a prominent 'Edit' tab and a full revision history is maintained.



GeoRSS

From Wikipedia, the free encyclopedia

GeoRSS is an emerging standard for encoding location as part of an RSS feed. (RSS is an XML format used to describe feeds ("channels") of content, such as news articles, MP3 play lists, and blog entries. These RSS feeds are rendered by programs such as aggregators and web browsers.)

In GeoRSS, location content consists of geographical points, lines, and polygons of interest and related feature descriptions. GeoRSS feeds are designed to be consumed by geographic software such as map generators. By building these encodings on a common information model, the GeoRSS collaboration hopes to promote interoperability and "upwards-compatibility" across encodings.


At this point, the GeoRSS collaboration has completed work on two primary encodings which they call GeoRSS GML and GeoRSS Simple. GeoRSS GML is a formal OGC GML Application Profile, and supports a greater range of features than Simple, notably coordinate reference systems other than WGS84 latitude/longitude. There is also a W3C geo GeoRSS serialization, which is older and partly deprecated but still most widely used.

GeoRSS can be used to extend both RSS 1.0 and 2.0, as well as Atom, the IETF's latest standard for feeds.

RSS

From Wikipedia, the free encyclopedia

RSS is a family of Web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format. An RSS document (which is called a "feed", "web feed", or "channel") includes full or summarized text, plus metadata such as publishing dates and authorship. Web feeds benefit publishers by letting them syndicate content automatically. They benefit readers who want to subscribe to timely updates from favored websites or to aggregate feeds from many sites into one place. RSS feeds can be read using software called an "RSS reader", "feed reader", or "aggregator", which can be web-based, desktop-based, portable device or any computerized Internet-connected device. A standardized XML file format allows the information to be published once and viewed by many different programs. The user subscribes to a feed by entering the feed's URI (often referred to informally as a "URL", although technically, those two terms are not exactly synonymous) into the reader or by clicking an RSS icon in a browser that initiates the subscription process. The RSS reader checks the user's subscribed feeds regularly for new work, downloads any updates that it finds, and provides a user interface to monitor and read the feeds.

RSS formats are specified using XML, a generic specification for the creation of data formats. Although RSS formats have evolved since March 1999, the RSS icon (") first gained widespread use between 2005 and 2006.

Mashup

From Wikipedia, the free encyclopedia

In web development, a **mashup** is a web application that combines data from more than one source into a single integrated tool. The term **Mashup** implies easy, fast integration, frequently done by access to open APIs and data sources to produce results that were not the original goal of the data owners. An example is the use of cartographic data from Google Maps



to add location information to real-estate data, thereby creating a new and distinct web service that was not originally provided by either source.

A digital mashup is a digital media file containing any or all of text, graphics, audio, video and animation drawn from pre-existing sources, to create a new derivative work. Digital text mashups, for example, appear by the thousands every day as users of blogs and online forums copy and paste digital text in juxtaposition to comment on topics of interest, while fan-created video/audio mashups juxtaposing commercially produced video clips with favorite pop songs constitute a major portion of YouTube content. Digital mashups represent a new phase in the re-use of existing works not so much conceptually as in ease of use. The creation of digital media formats such as ASCII text, Redbook audio, JPEG images and MPEG video has made it far easier for potential mashup creators to create derivative works, than was the case in the past, when significant technical equipment and knowledge was required to manipulate analog content. A major contributing factor to the spread of digital mashups is of course the World Wide Web, which provides channels both for acquiring source material and for distributing derivative works, both often at negligible cost. Current widespread practices of creating digital mashups have raised significant questions of intellectual property and copyright, which have been addressed by Lawrence Lessig, among others.

Geoweb

From Wikipedia, the free encyclopedia

The Geospatial Web or Geoweb is a relatively new term that implies the merging of geographical (location-based) information with the abstract information that currently dominates the Internet. This would create an environment where one could search for things based on location instead of by keyword only – i.e. “What is Here?”.

ASP Application service provider

From Wikipedia, the free encyclopedia

An application service provider (ASP) is a business that provides computer-based services to customers over a network. Software offered using an ASP model is also sometimes called On-demand software or software as a service (SaaS). The most limited sense of this business is that of providing access to a particular application program (such as customer relationship management) using a standard protocol such as HTTP.

La Mia Fermata – My bus stop (or “Adopt a bus stop”)

<http://lamiafermata.it/index.php>

Why “My bus stop”?

- Because the bus stop closest to your shop or company may be named after you or your company.
- Because it is a totally innovative means of communication that catches the interest of thousands of people every day.
- Because it offers a strong institutional presence and privilege, reserved for the most solid and prestigious firms in your city.
- Because it becomes a reference point, an urban landmark and a “medium” that no-one can miss.
- Because it is a part of a larger project using rational urban landmarks to contribute to the modern look of the city.
- Because it helps in the identification of the bus stop, making it more easily and unequivocally identifiable and memorized.



La tua fermata da oggi è solo tua

Perché oggi la fermata Ataf più vicina al tuo negozio, esercizio commerciale o studio, può essere identificata con il tuo nome e il tuo marchio.

Perché è una forma di comunicazione assolutamente innovativa che cattura l'attenzione, la curiosità e l'interesse di migliaia di persone ogni giorno.

Perché è una presenza istituzionale forte e privilegiata, riservata alle firme più solide e prestigiose della tua città.

Perché diventa un punto di riferimento, un "segnale" urbano, un "medium" che fa notizia.

Perché entra a far parte di un progetto più ampio che nella razionalità dei segnali urbani vede un contributo importante ad un nuovo decoro urbano.

Perché aiuta ad identificare meglio e in modo univoco le fermate che acquisteranno maggiore identificabilità e memorabilità.

LME LA MIA FERMATA **ataf**

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adotta la tua fermata
(c'è un media nuovo in città)

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