What can Virtual Agents do for us?

EUREKA Tourism – Chiclana de la Frontera

Who we are?

- **activa_multimèdia digital** is a company which offers the broadcasting sector management solutions and services and which focus its main activity on four main business lines: Digital Interactive TV, Video Production and Management, Software Solutions and Contents and Services

AM in 30 seconds
www.activamultimedia.com

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The benefits of Virtual Characters

- As shown in a research of Stanford University, virtual interactive characters can increase the trust of users and promote products and services much better than only with text and images

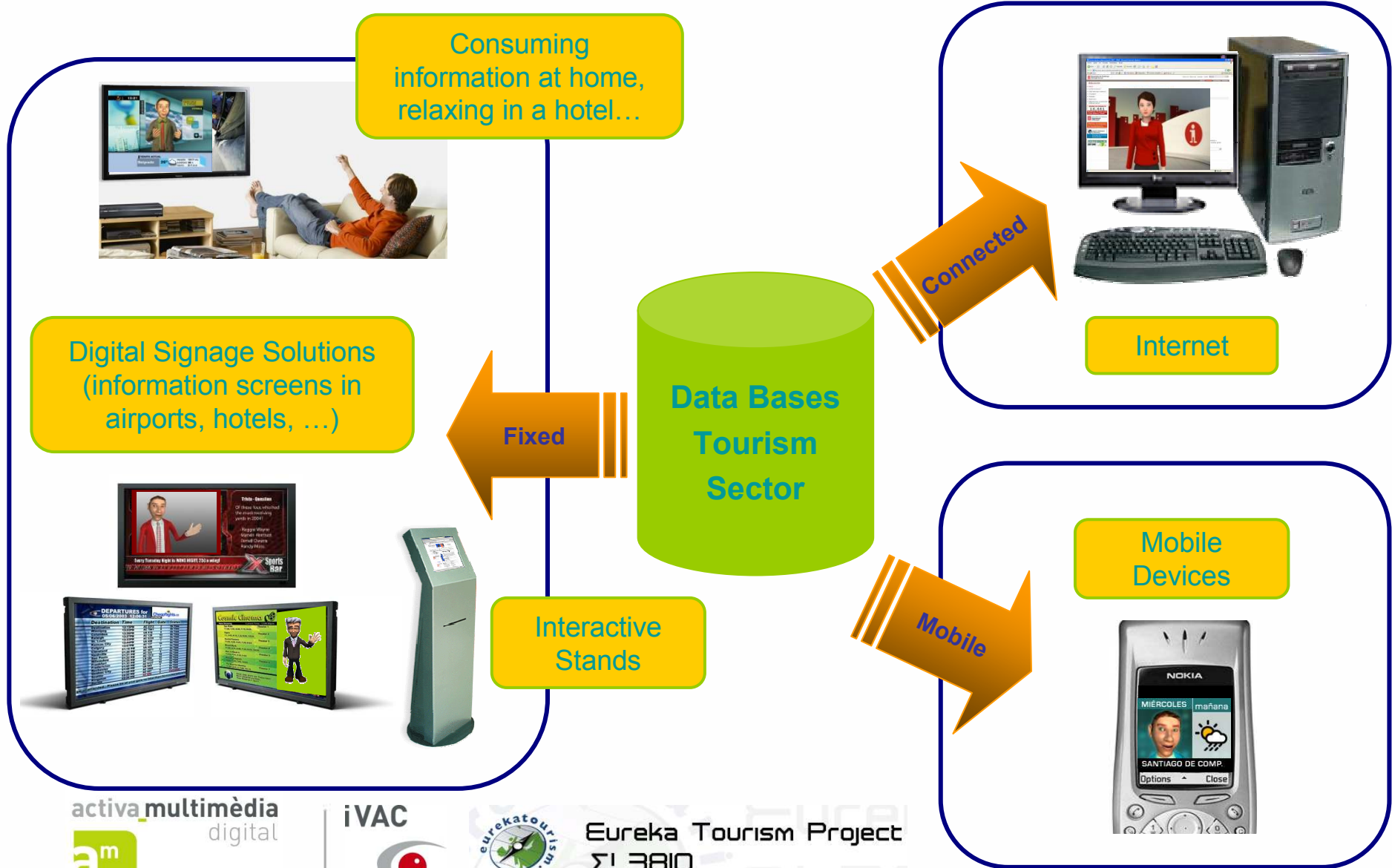- A recent report published by Amadeus (Future Traveler Tribes 2020) predicts that:

  "Humanization of technology will be the main axis around which technology will evolve, making easier a closer and intuitive interaction with the traveler during each stage of the trip"

- Virtual assistants can contribute in a proper way to reach this goal

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Applications - Environments

Consuming information at home, relaxing in a hotel…

Digital Signage Solutions (information screens in airports, hotels, …)

Data Bases Tourism Sector

Connected

Internet

Fixed

Interactive Stands

Mobile

Mobile Devices

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Adding value in your business

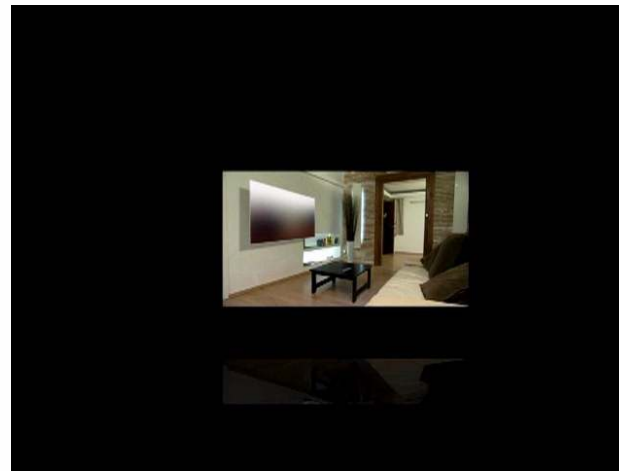Main technology innovations that will become important will be related with this aspects:

Interaction

Connectivity

Mobility

Humanization of technology
Cognitive computation and intelligent response systems
Automatic technology production – Automatic services
Intelligent information systems for the traveler
People like customization
Tailored marketing solutions
Customized information of traveler destination
Audiovisual interactive technology
Virtual Host / Welcome Host always working
Client-driven marketing
Cost-effective services

Quality

Comfort

Customization

MIÉRCOLES   TODO EL DÍA

BAQUEIRA/BERET

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Applications - The present

Applications - Use Cases

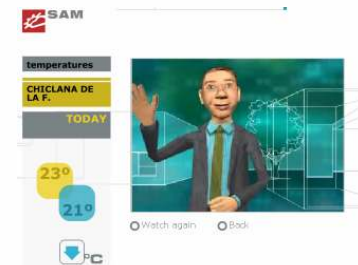### Intelligent Access Point to Multimedia Content

WiFi™
Bluetooth®

Personal Assistant

- User recognition
- Tourism Content Services: weather, agenda, mail …

Automatic Real-Time Weather Forecast Chiclana de la Frontera

Arriving to the destination…

Take your time…

Multimedia Content

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Main Features of Virtual Automatic Characters

- Automation
  - Automatic animation from text or voice. Integration with recorded voice or with any standard TTS (text to speech) engine
  - Animation and info-graphics synchronized all in one
- Easy integration with intelligent response systems. Natural language
- Available for television, Internet and mobile telephony
- Customized design 3D characters
- Multilingual
- Available 24 h. over 365 days per year
- Complementary to the existing traditional human CRM assistants
- Helps users to find answers by themselves = Self-service
- **What is iVAC?**

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Contact information

End

Thank you for your attention

Eusebio Carasusán

ecarasusan@activamultimedia.com

Jordi Mas

jmas@activamultimedia.com

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What is iVAC?

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