

Instant Updates For Switched-On Callander Visitors

In Callander, this summer, it will be easy to find out what's on and where the best deals in town are – simply switch on your mobile phone's Bluetooth facility and regularly-updated information from the town's businesses and attractions will tell you what's happening and, using full colour maps, show you where.

It's a unique, innovative and easy to use system developed by the Mobile & Ubiquitous Computing (MUCOM) Research Group at Glasgow Caledonian University. The system is called Mini-GIST (Miniaturised Geographical Information System for Tourism) and it turns each visitor's mobile phone into a fount of local knowledge. MiniGIST was adapted for Callander Enterprise, a local group of enterprising businesses in the town. The pilot project was officially launched on 29th May in Callander by Fergus Wood, Provost of Stirling and Frank Park, Chairman of Callander Enterprise

Derek Gallaher, manager of Glasgow Caledonian University's KIT-Out the Park Project, which is supporting the pilot scheme, said it was tremendously exciting development.

"Mini-GIST gives local businesses in Callander not only a chance to advertise themselves for free, but its adaptability means they can update offers and events as they happen. For tourists, the maps and information just open up the community for them in a completely new, intuitive and exciting way."

Frank Park, Chairman of Callander Enterprise said:

"We're really excited. This system can instantly transmit tourist data to people's mobile phones via Bluetooth, from local access points throughout the town. The information will feature businesses and attractions that a tourist will find interesting, and can be filtered via special maps rather than a boring list of numbers. We can't wait to get the project active for this summer."

For more information see:

www.mucom.mobi

www.kit-out.org

www.callanderenterprise.com

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