

*Multimedia kiosks with tourist
information on Wałbrzych and
Hradec Králové*



cz pl interreg IIIA



Agenda

1. Reasons behind the project
2. Short description of the project
3. Multimedia kiosk – what is it?
4. The aim of the project
5. Project partner
6. Project budget
7. The source of financing
8. Investment realization schedule
9. The Wałbrzych kiosks
10. Kiosk location
11. Statistics



Reasons behind the project

Wałbrzych is a city for which tourism may become a vital instrument for modernizing the economy, activating the post-industrial grounds and reducing unemployment.

In 2003/2004, a survey was conducted among tourists visiting the Wałbrzych region. The access to tourist information received the worst assessment.

The poor evaluation forced the commune authorities to launch a comprehensive solution to this problem.



CZ PL interreg IIIA



Short description of the project

In 2005, the Wałbrzych commune prepared a project titled “The Improvement of the Functioning of Tourist Information in the Borderland by Providing Multimedia Information Kiosks in Wałbrzych”.

Among others, the project plans include:

- the purchase of 5 multimedia information kiosks*
- the purchase of furniture and computer hardware for the Tourist Information Center in Wałbrzych*



CZ PL interreg IIIA



Multimedia kiosk – what is it?

Multimedia kiosks – a computer in an elegant casing, operated via a touch screen.



Multimedia kiosk examples



CZ PL interreg IIIA



The aim of the project

The aim of the project is to solve the problem of access to tourist and cultural information for partner cities and their promotion.

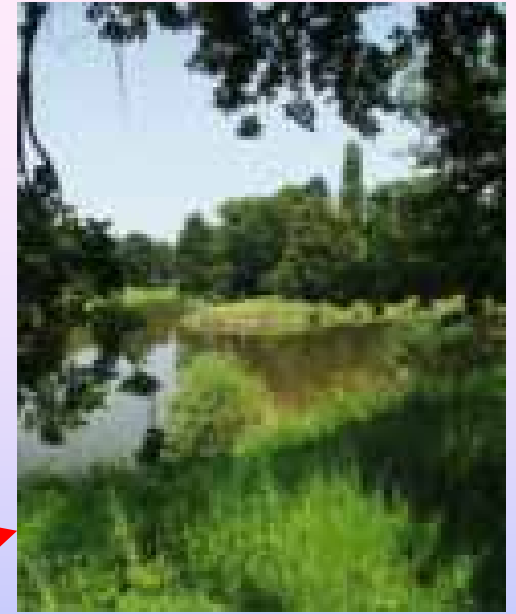


cz pl interreg IIIA



Project partner

The Wałbrzych commune carried out the project with the help of the partner city of Hradec Králové. The cooperation with the Czech partner involved the preparation of information on the Hradec Králové region – its tourist, natural and cultural values. This information was entered into the multimedia devices in the form on information packages.



Hradec
Králové

← Wałbrzych



CZ PL interreg IIIA



Project budget

The total project value was: **131.214,68 PLN** (33.788,61 EUR*)

**According to the average exchange rate of the Polish National Bank on 23.02.2007*



cz pl interreg IIIA



The source of financing

The source of financing	Amount in PLN	Amount in EUR	%
European Regional Development Fund	98411,01	25341,46	75
Wałbrzych commune	32803,67	8447,15	25
Total	131214,68	33788,61	100

The sources from the European Regional Development Fund were acquired through the Interreg IIIA Community Initiative Program: the Czech Republic – Poland. In the period 2007-2013, the Interreg IIIA Community Initiative Program will be continued by the European Territorial Cooperation



Investment realization schedule

Lp.	Stage	Start	End
1	Preparation of the concept of information package content entered into the multimedia information kiosks	01.02.2006	31.05.2006
2	Tender procedures	01.06.2006	31.08.2006
3	Purchase of devices and equipment	01.09.2006	31.10.2006
4	Preparing the task for use	01.11.2006	31.12.2006



The Wałbrzych kiosks

Short description of the kiosks

- *Height 180 cm, width 70 cm, depth 20 cm*
- *Casing made of stainless steel*
- *Illuminated front panel with the label “Wałbrzych – Hradec Králové” and the graphical representation of tourist information*
- *Heavy weight of the base ensuring appropriate stability and protection against theft (ca. 60 kg of mass)*

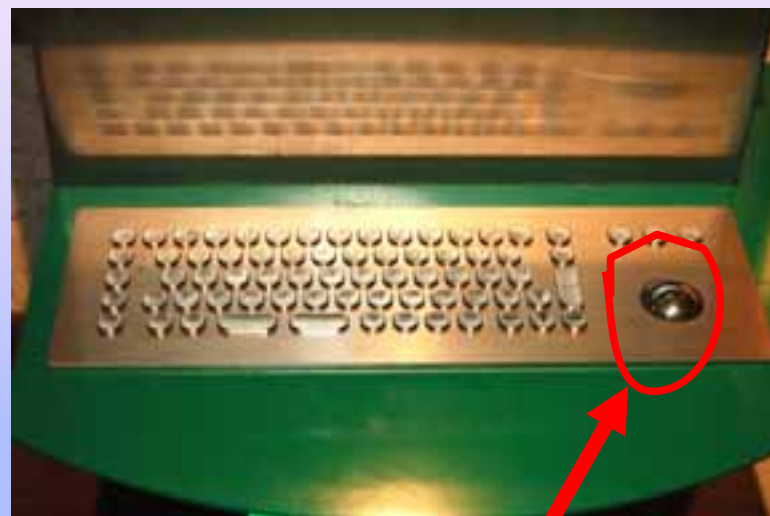


The Wałbrzych kiosks



Touch screen

Keyboard



Trackball - mouse equivalent



The Wałbrzych kiosks

*The information system of the kiosks was designed as the website:
ww.walbrzych.turystyka.pl*



Wałbrzych

**Hradec
Králové**



The Wałbrzych kiosks

The screenshot shows a green-themed kiosk interface for 'Municipal information - Wałbrzych'. At the top left is the town's logo (a tree in a red shield) and the title. At the top right are the European Union flag and the 'interreg IIIA' logo. The main content area is titled 'Wałbrzych' and contains six menu buttons: 'Our Town', 'Transport', 'Tourism', 'Culture', 'Sport', and 'Economy'. Below these is a photograph of the town. To the left of the main area, there is a 'You are here: - Sitemap' section with a search bar containing 'Wałbrzych' and a right-pointing arrow, and a left-pointing arrow button below it. On the right side of the main area, there is a question mark icon and a downward-pointing arrow icon. At the bottom left, there is a small image of a castle with a yellow banner that says 'Send an e-card from Wałbrzych'. At the bottom right, there are four national flags: Poland, Czech Republic, United Kingdom, and Germany.



cz pl interreg IIIA



The Wałbrzych kiosks

The screenshot shows a web interface for 'Municipal information - Wałbrzych'. At the top left is a logo of a tree in a red shield. To its right is the text 'Municipal information - Wałbrzych'. At the top right are the European Union flag and the text 'Investment co-financed by European Union' and 'CZ PL Interreg IIIA'. Below the header, on the left, is a breadcrumb trail: 'You are here: - Sitemap' followed by a dropdown menu showing 'Wałbrzych' and a 'Tourism' link with a right arrow. Below this is a large left arrow button. In the center is a 'Tourism' section with six buttons: 'Tourist guide', 'Important phone numbers', 'Wałbrzych's attractions', 'Sightseeing', 'Tourist Trails', and 'Cycling routes'. To the right of this section is a question mark icon. At the bottom left is a photo of a castle with a yellow callout box that says 'Send an e-card from Wałbrzych'. At the bottom right are four flags: Poland, Czech Republic, United Kingdom, and Germany.



CZ PL interreg IIIA



The Wałbrzych kiosks

Municipal information - Wałbrzych

Invested in - financed by European Union
interreg IIIA

You are here: - Sitemap

Wałbrzych

Tourism

Wałbrzych's attractions

←

?

↓

Send an e-card from Wałbrzych

Książ Castle

Książ Stud and Stable

Palm House

Old Książ Castle

Old Town Square

Town Hall

Museum of Industry and Technology

Czettritz's Palace

Alberti Palace

Church of the Guardian Angels

Our Lady of Sorrows Church

Poland, Czech Republic, United Kingdom, Germany



cz pl interreg IIIA



The Wałbrzych kiosks



Municipal information - Wałbrzych



Investment co-financed
by European Union



interreg IIIA

You are here: - Sitemap

- ↓ Wałbrzych
- ↓ Tourism
- ↓ Wałbrzych's attractions
- Książ Castle



Książ Castle

The Książ Castle enchants with its beauty and the picturesque location amongst mountains and forests. It is one the three largest castles in Poland, the largest in Silesia and one of the largest castles in Europe.



It is also a common heritage of the Polish, Czech, Hungarian and German cultures. Its history began with the 13th century Piasts' stronghold erected during the reign of Bołko I, a duke of Świdnica and Jawor. When his line was extinguished in 1292, the Książ Castle became the property of the Czech kings from the Luxembourg dynasty. Later, in 1464 it belonged to the Czech king George of Poděbrady, in the years





Send an e-card
from Wałbrzych





 interreg IIIA



The Wałbrzych kiosks

All other information in the service are available in 4 languages: Polish, Czech, English, and German

Language selection option
(right-bottom corner of the screen)



cz pl interreg IIIA



The Wałbrzych kiosks

The service enables the sending of the “Postcard from Wałbrzych”

This option is very popular among the kiosk users. Between 08.11.2006 and 28.02.2007, 1469 postcards were sent



The screenshot shows a kiosk interface with a green background. At the top left, there is a logo of a tree and the text 'Municipal information - Wałbrzych'. At the top right, there is a logo for 'Interreg IIIA' with the text 'Investment Grant by European Union' and 'interreg IIIA'. Below the header, there is a section titled 'Choose a card:' with six small image thumbnails. Below the thumbnails, there are three input fields: 'Your name:', 'Recipient's email:', and 'Message:'. To the right of the 'Message:' field is a question mark icon. Below the input fields are two buttons: 'Send' and 'Cancel'. At the bottom left, there is a back arrow icon. At the bottom right, there are four flags: Poland, Czech Republic, United Kingdom, and Germany.



CZ PL interreg IIIA



The Wałbrzych kiosks

Product technology

- *The information system of the kiosks was designed as a website.*

Why the form of a website?

- *it allows easy and quick modifications of website contents*
- *the pages are designed based on CSS styles, which enables quick changes in the graphical design and the content presentation method in the future*
- *The kiosks have a fixed connection to the internet*
- *To ensure fast access to information, all website files are stored locally and the updated content is downloaded when the kiosk is launched*
- *The kiosk software allows the control of user access to certain websites*



Kiosk location - The Wałbrzych City Hall



CZ PL interreg IIIA



Kiosk location – The Maria Hotel



cz pl interreg IIIA



Kiosk location – The Książ Hotel



cz pl interreg IIIa



Kiosk location – The Qubus Hotel



CZ PL interreg IIIA



Kiosk location – The Auchan Shopping Center

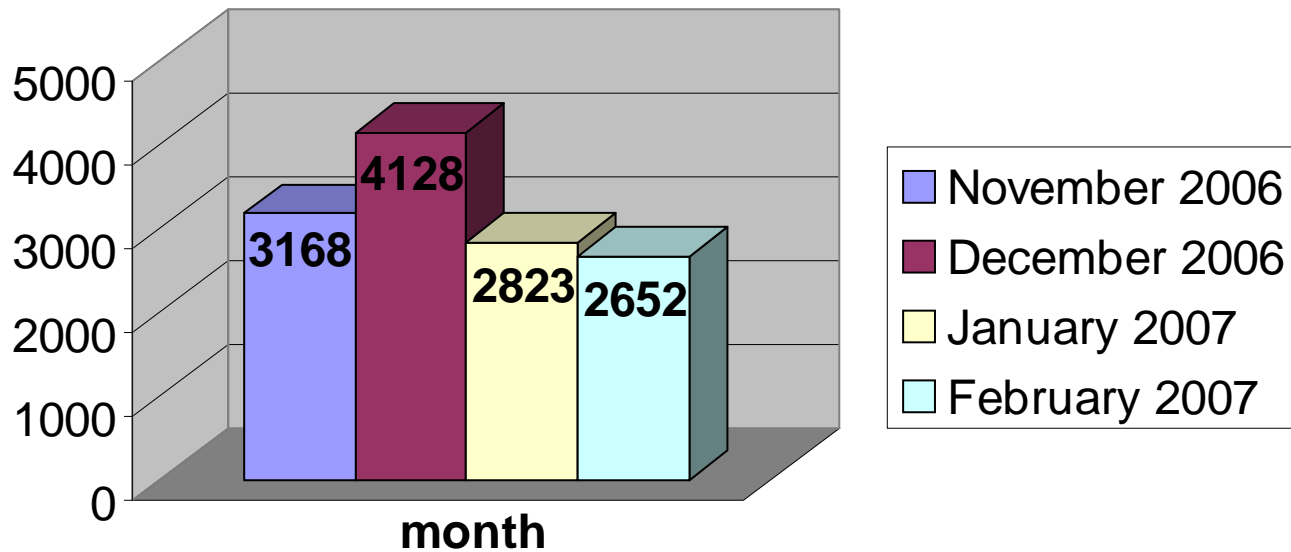


cz pl interreg IIIA



Statistics

Website visit statistics of www.walbrzych.pl



Thank you for attention



cz pl interreg IIIa

