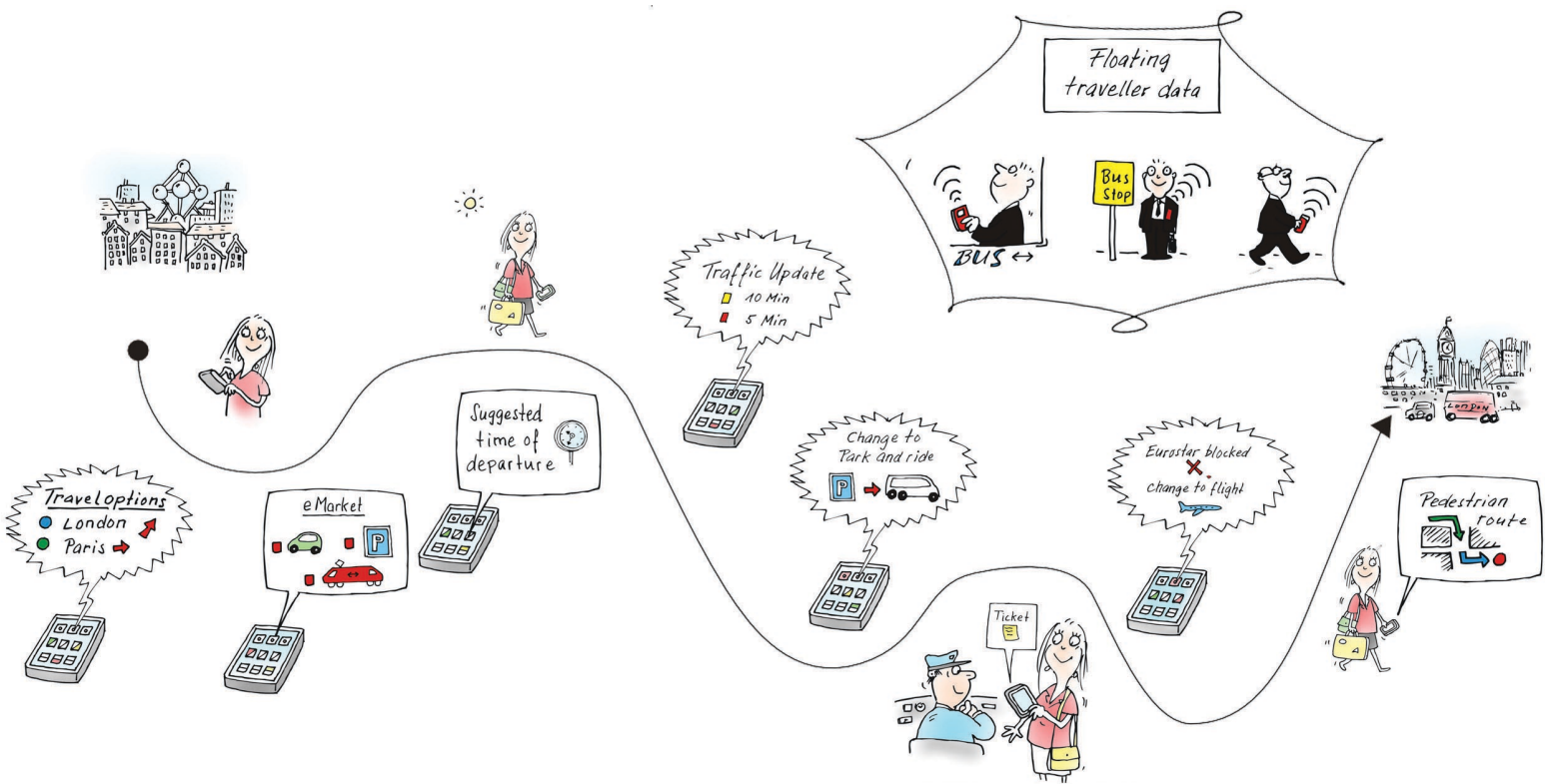


## i-Travel Delivering a context-aware travel-assistant to enable door-to-door journey planning and trip advice.

[www.i-travelproject.com](http://www.i-travelproject.com)



# Towards a context-aware travel-assistant to enable multi-modal door-to-door journey planners.

i-Travel is an original concept for “the connected traveller” that combines key innovations:

- ① The integration of e-commerce and internet technologies to create the first B2B e-Marketplace for travel.
- ② A wide-ranging community of content and service suppliers connect to customers through i-Travel.
- ③ A platform to enable a “virtual travel assistant” service that accompanies a traveller before and throughout each journey, providing personalised, context-aware information.

With the i-Travel platform architecture, travel providers, both private and public, will be able to publish their travel offers, services and data onto an electronic marketplace consumed by software agents collecting information on behalf of travellers.

To enable a truly ubiquitous environment that can promote data sharing at this level a new approach needs to be taken.

The i-Travel project advocates the building of a travel service oriented e-Marketplace where enterprises can publish and exchange their travel data and services.

The motivation for i-Travel comes from a need to find a common solution for key problems faced by travellers, content suppliers and service providers. Services for the traveller are currently focused towards pre-trip planners, single-mode mobile applications or applications that provide on-trip assistant for business and long-distance travel. However, there are a lack of applications and information services that are truly without borders, which operate while the traveller is moving and that provide contextually relevant information during the journey.

For transport and travel enterprises the goal is that using the i-Travel platform will enable them to publish their content, services and offering in a standardised way, the platform will ensure that travel services are easy to find and easy to purchase.

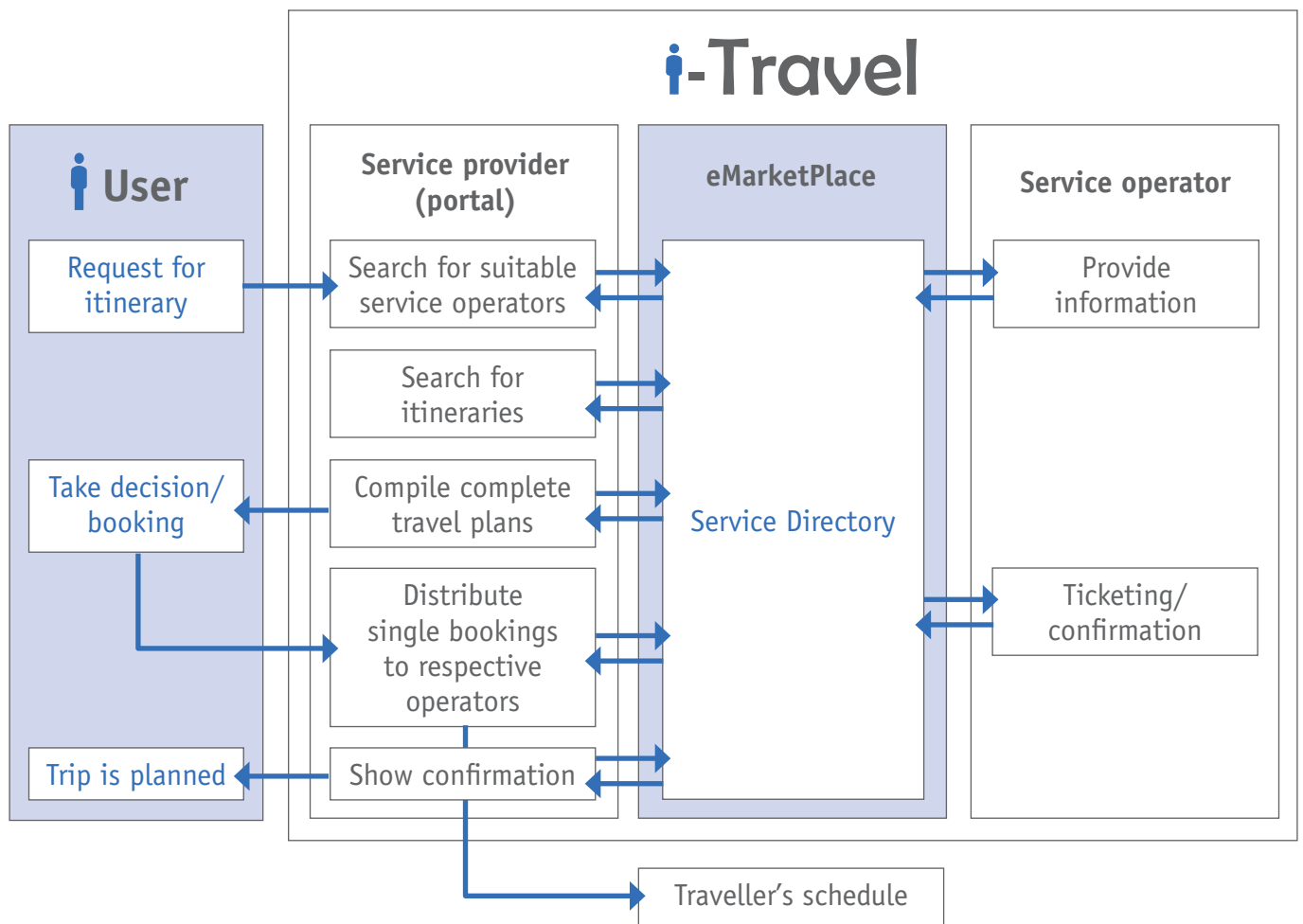
Having a B2B e-Marketplace for travel will bring us closer to the vision to allow the provision of end-to-end travel services covering the complete range of pre-trip planning, on-trip assistance and post-trip evaluation services.

Users want and need to be able to access information about their trips whenever and wherever they are in their journey. A system needs to be built that allows mobile applications to consume travel provided by relevant providers such as airlines, booking agents, hotels, bus operators, train operators and even leisure travel providers.

**i-Travel**

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# Pre-trip planning



The e-Marketplace operates as a virtual environment connecting service operators to service providers. Using the e-Marketplace structure and service directory users can access the information relevant for the user such as timetables, ticket prices, booking options, delays and service updates.

Developing the platform architecture and increasing the participants involved in the i-Travel e-Marketplace are the next steps for the i-Travel concept. These steps will be realized by developing a reference implementation showcasing the i-Travel project.

## Deploying the i-Travel platform

The i-Travel project aims to motivate companies and organisations to develop a reference implementation based on the project results developed by the 19 strong i-Travel consortium.

Join the i-Travel concept by registering your interest at [www.i-travelproject.com](http://www.i-travelproject.com)

Developing the platform architecture and increasing the participants involved in the i-Travel e-Marketplace are the next steps required. The i-Travel concept hopes that by developing a reference implementation i-Travel will be able to showcase the i-Travel concept.

# i-Travel in brief:

**Project coordinator:** ERTICO – ITS Europe

**Start date:** 1st of January 2008

**Total cost:** €2.2 million

**Funding through the EC Directorate General for Research**



## The i-Travel consortium



## i-Travel

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## Join us!

In order to ensure the best possible results, i-Travel seeks to establish strong cooperation with other interested parties during the whole project lifetime. If you are interested in joining the i-Travel associated partners, please register on the project website:

[www.i-travelproject.com](http://www.i-travelproject.com)