



history for the new media

JiTT | Just in Time Tourist

*New Tourist Guide Concept to Mobile*



[www.iclio.pt](http://www.iclio.pt)

[www.justintimetourist.com](http://www.justintimetourist.com)

ICLIO LDA  
Instituto Pedro Nunes  
Rua Pedro Nunes  
3030-199 Coimbra | PORTUGAL

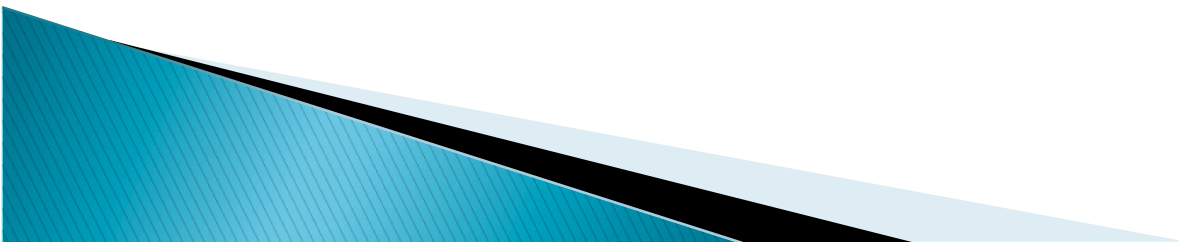
# Company Info

## ▶ *Incubator*

- IPN – Incubator Institute Pedro Nunes, Coimbra | Portugal
  - Best World Science Based Incubator Award 2010
  - [www.ipn-incubadora.pt](http://www.ipn-incubadora.pt)

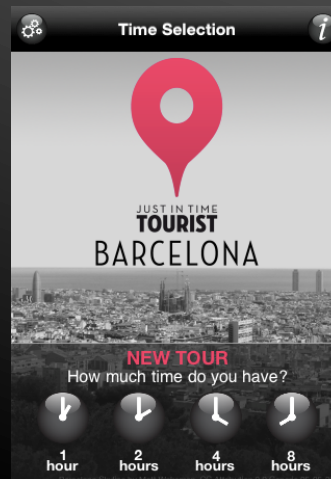
## ▶ *Spin-Off*

- Company: iClio.LDA
  - [www.iclio.net](http://www.iclio.net)
- University of Coimbra
  - [www.uc.pt](http://www.uc.pt)



# JiTT – Just in Time Tourist

»» Innovation and History | Taylor Made



[www.justintimetourist.com](http://www.justintimetourist.com)

# JiTT – Barcelona Audio Guide



JUST IN TIME  
**TOURIST**

# JiTT vs Travel Apps

JiTT gathers the most important features of Travel Apps and its the only one that present, to each different user, an unique itinerary.

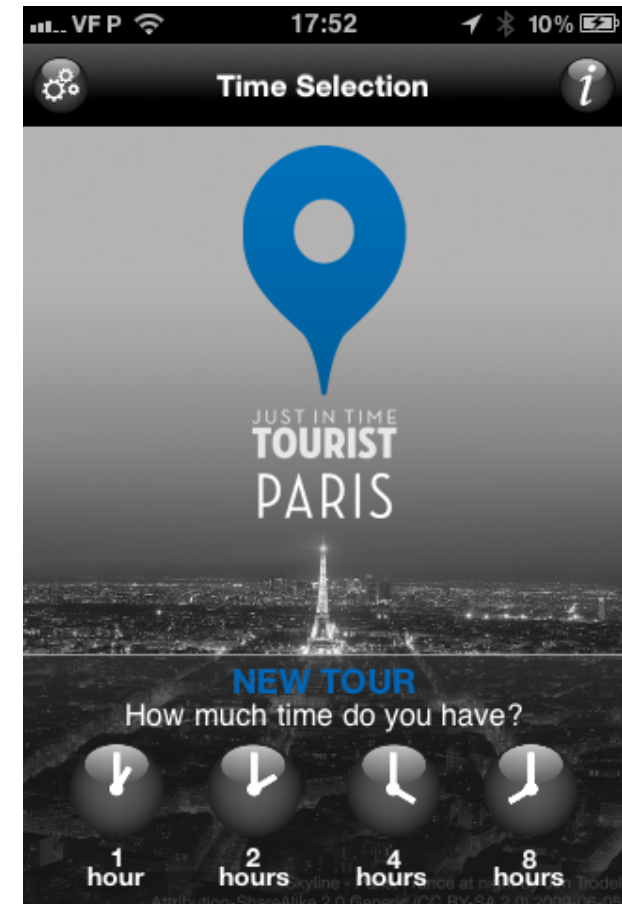
*Taylor Made* contents are prepared to be placed on a dynamic and history deluxe guide.

JiTT present a reinvented concept of a “Walking Tour”.

	Lonely Planet	Rick Steves on the iPhone	Geodio Visit Paris	Cool City Walks	Bee Loop	Soundwalks	JiTT Just in Time Tourist
MAPS							
IMAGES							
AUDIO							
VIDEO							
3D							
OFFLINE							
CONTENTS							
DYNAMIC / CUSTOMIZE ITININERARIES							
CATEGORIES							

# JiTT | Unique Features

- ▶ Touristic tours based on:
  - Available time.
  - Starting point defined by user location.
  - Original (*tailor made & deluxe*) contents made by historians.





# JiTT | Next Ad-On | “What’s On!”

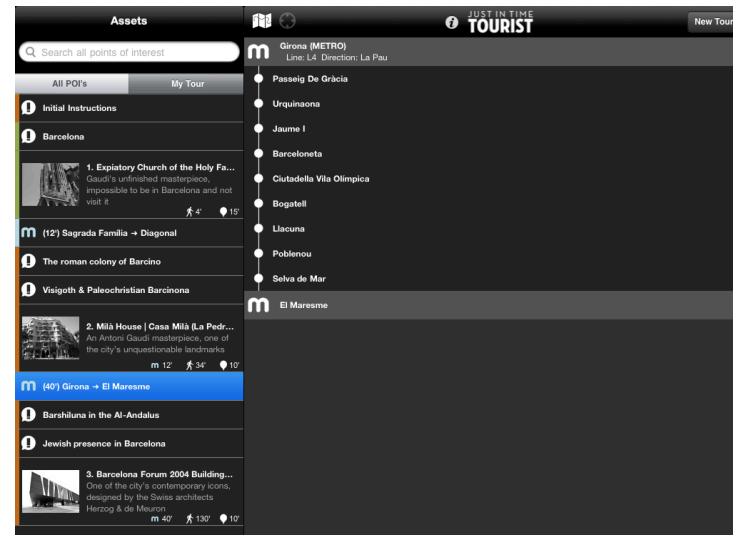
## ► Events Calendar

- all city events
  - cultural
  - exhibitions
  - music
  - sports
  - ...
- connection *facebook*
- 24 hours / 7 days



# JiTT Features

- ▶ Offline – no roaming costs
  - *only events update needs data connection*
  - *app update*
- ▶ Maps
  - *with Metro, Tram or Bus itinerary suggestion*
- ▶ Audio guide
  - Points of Interest
  - Stories or Legends





# JiTT | Press Reviews | Barcelona

## 14 FEB Attending Mobile World Congress 2011 in Barcelona? You Need These Apps

by Marianne Schultz

Mobile World Congress, the annual conference focused on mobile technology, is taking place in Barcelona this week. If you're attending the conference, you have earned our jealousy and some attention from iOS developers. Several apps about Barcelona are current free or on sale this week to make it even easier for you to enjoy your stay in the lovely capital of Catalonia.

First, there's the official Mobile World Congress app that contains exhibitor and floor plan information.



### GSMA MWC 2011

Last Changed: 1 week ago Rating: 3.00 (113) Version: 1.4 **iOS iPhone**  
Mobile World Congress 2011 The 2011 Mobile World Congress will be held 14-17 February, in Barcelona, Spain. This year's Congress will include: » A world-class thought leadership conference...

Free

BUY NOW

☐ Own it ☐ Want it

To help you explore the city, Lonely Planet, mTrip, and iClio have all made their respective Barcelona guide apps free.



### Lonely Planet Barcelona City...

Last Changed: 1 week ago Rating: 4.00 (847) Version: 2.0.2 **iOS iPhone**  
"Lonely Planet guidebooks are, quite simply, like no others." - New York Times Find out what makes the capital of Cool Catalonia click, with Lonely Planet's Barcelona Cityguide on your...

\$5.99

BUY NOW

☐ Own it ☐ Want it



### Barcelona Audio Guide (Just in...

Last Changed: 2 weeks ago Rating: 3.00 (3) Version: 1.0 **iOS Universal**  
JiTT (Just in Time Tourist) is the intelligent audio guide for the tourist in a hurry. JiTT generates the best tour for the time you have and the place where you are. Ever found yourself with a few...

\$5.99

BUY NOW

☐ Own it ☐ Want it



### Barcelona Guide - mTrip

Last Changed: 2 weeks ago Rating: 4.00 (47) Version: 1.2.1 **iOS iPhone**  
Apple has featured mTrip in its top iPhone apps list for iTunes Rewind 2010! ★ THE WALL STREET JOURNAL ★ These next-gen travel guides can take care of stress-inducing...

\$5.99

BUY NOW

☐ Own it ☐ Want it



Top 10 Travel Apps For

Barcelona, Spain

Search

## Top 10 Barcelona Travel Apps

Travel with your iPhone/iPad? Take the best travel apps with you on your next trip to Barcelona

Barcelona, Spain



### Barcelona

PocketGuide Barcelona Audio Travel Guide Do ...

FREE

Available on the App Store

Full Description

Barcelona, Spain



### Barcelona Travel G...

"Sets the standard for guidebook apps. Few ca...

5.99\$

Available on the App Store

Full Description

Barcelona, Spain



### Barcelona Guide - ...

Apple has featured mTrip in its top iPhone ap...

5.99\$

Available on the App Store

Full Description

Barcelona, Spain



### Barcelona Audio Gu...

JiTT (Just in Time Tourist) is the intelligent...

+ 4.99\$

Available on the App Store

Full Description

## Top 10 Barcelona Travel Apps





JUST IN TIME  
**TOURIST**  
LONDON



Background based on 'The Houses Of Parliament' by 'Garry Knight' ([flic.kr/p/7Hda6u](https://flic.kr/p/7Hda6u))  
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**TOURIST**

Promotional codes JiTT iOS App (iPhone or iPad) can be asked directly to iClio CEO Alexandre Pinto | alexandrepinto@iclio.pt

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