



A Multimedia Center for City Visitors Infopoint completed at Station Square

A Multimedia Center for City Visitors: The infopoint can be found across the street from Santa Maria Novella train station. The infopoint, completely renovated, is equipped with audio visual equipment, touch and high definition screens.

The basic idea of the visitor's center is to offer multiple and diverse place where visitors can build their own routes, itineraries, and sightseeing using images through the touch screens and also get information from the onsite staff at the front office on the ground floor. The visual images of both the city and region can help direct tourists to discover small museums and alternative routes. A strong point of the visitor's center is the large screening room which can be used to view films about the city and its surroundings in 3D. The first featured film *Something About Florence*, made in collaboration with the chamber of commerce, the Province of Florence and technical support from the University of Florence, allows visitors to view places and landscapes that surround the viewer, raises new curiosity and emotion. The hall can accommodate meetings, conferences, and film viewings. The work carried out by the municipal cost around 250 thousand euros and lasted six months. The city's network of tourist information offices have an average of one million visitors per year. By adding a tourists center close to the train station and with the new media traveling tools, it is expected, a considerable increase in the number of contacts. To further enhance the visitor's center there is talk about putting in a scooter and quad rental service close by which will follow the guidelines of Electra an European project.