



Case Study

Junta de Andalucía – ‘En Vivo’ application

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The Business Case

Junta de Andalucía is the regional government for Spain's largest region. As well as being the second largest tourist destination in Europe, Andalucía has spawned and inspired great writers, poets, actors and painters; gave birth to Pablo Picasso, 17th century royal painter Velasquez and held an enduring fascination for novelists Ernest Hemingway and Laurie Lee. It's the setting for the most performed and famous opera of all time, Bizet's Carmen. And it's a unique place where east meets west in an exotic melting pot of Jewish, gypsy, Moorish and Christian cultures.

In 2006 the **Turismo Andaluz**, the responsible department with the Junta, embarked on a 1.5 million Euro project - 'En Vivo', with Google, Microsoft and Yahoo which would see the consolidation of a large number of local tourist centric databases into a central location with a common user interface delivered to web, mobile and PDA's

After several 'false starts' with the mobile parts of the project, Media Delivery Technologies SL was invited to join the project to design and develop the cross device compatible mobile requirements using the company's TagsMe™ development environment.

Time was critical to the Junta due to the upcoming major Spanish travel exhibition – FITUR being held in Madrid in less than 2 weeks time, where all user interfaces must be demonstrated.

The Developments

Given the short lead time to deliver, it was agreed by both parties that project planning and requirements were to be mainly verbal and would follow a simple project plan:

- **Mdtec** would utilise it's MobiHoliday™ application as the core
- The application should be compatible across all current Java enabled mobile devices
- The application should include zoomable maps with Point of Interest (POI's) tags
- The application should follow guidelines for user interface to complement the web
- The application should contain static content but emulate later dynamic functionality
- The application should be available for the FITUR exhibition

Application design commenced immediately with a 'Story Board' being presented to the Junta following which various client amendments were implemented.

Following acceptance of the changes, development work commenced with the first Beta version being delivered to the Junta within 5 working days.

With only minor amendments being required development was quickly completed

The application was delivered to the Junta on the eve of the FITUR exhibition.



Development Technologies	
Development Environment	TagsMe™ GUI
Installer	None – Exhibition demonstration only
Download File	Single downloadable jar file compatible on all Java enabled devices

About Mdtec

Mdtec was formed in June 2006 to explore the commercial opportunities of mobile applications, as opposed to SMS and WAP, initially within the travel and tourism sector. Operating from offices located in the heart of San Pedro de Alcántara, Marbella, Spain Mdtec has established itself as a pioneering developer within the mobile arena.

During the initial development of 'MobiHoliday' shortfalls in available technologies were quickly identified; development systems fragmentation and browser compatibility across manufacturers / models. These shortfalls in fact now form the cornerstones of Mdtec – we have developed a complete integrated development environment (IDE) - **TagsMe™GUI** which creates fully compatible mobile applications which run on any mobile device operating platform including S40, Symbian (Nokia, Siemens, etc.), Blackberry and Windows Mobile.

TagsMe™GUI is also ready for application development using the Android platform from Google.

For more information about Mdtec, please contact David Barnes, Managing Director on 0034 942 789 647 or visit our website at **www.mdtec.net** or consult with one of our resellers.

For more information about TagsMe™ GUI please visit **www.tagsme.com**

About Junta de Andalucía

The Junta de Andalucía is the regional government responsible for the Autonomous Community of Andalucía in southern Spain.

Originally an agricultural area, Andalucía has become Europe's second largest tourist destination. As such, the Junta has a major responsibility to deliver leading tourism centric technologies to maintain this position.

The En Vivo project was conceived to form the central hub of a complete interactive platform.



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