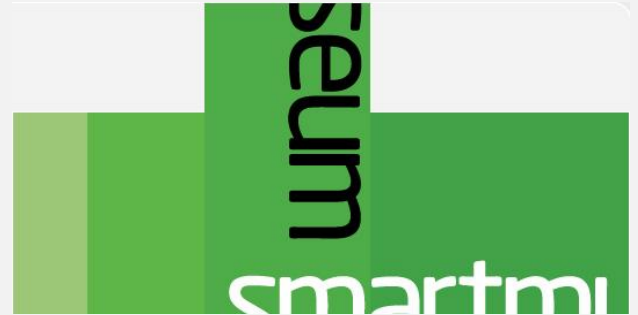


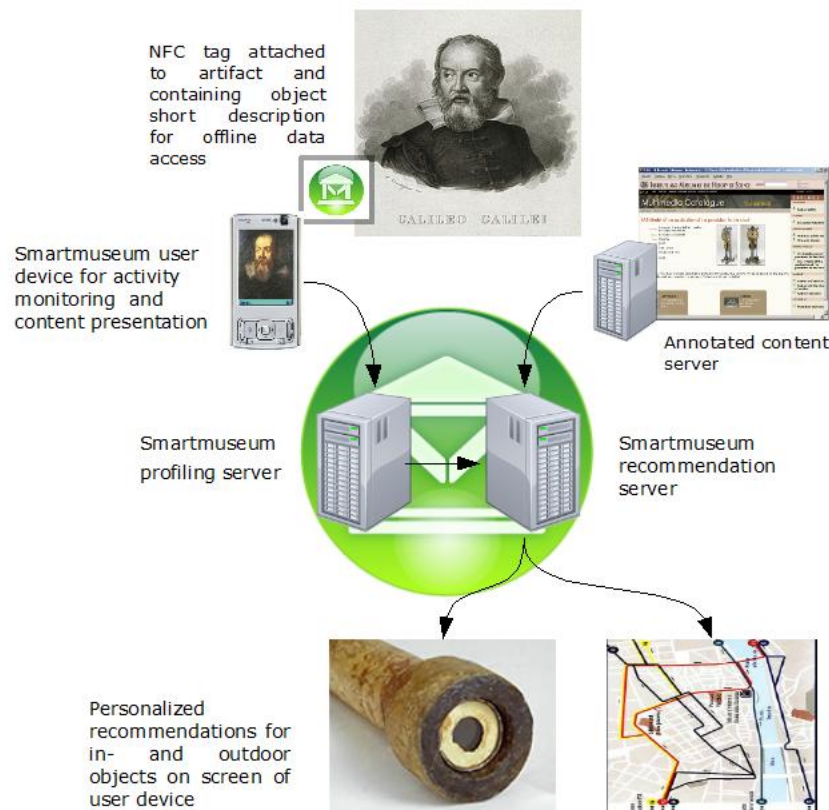
## SMARTMUSEUM Cultural Heritage Knowledge Exchange Platform

Heritage Malta is currently involved in an FP7 framework project called SMARTMUSEUM. The overall objective of the project is to develop an IT platform for innovative services that enhance on-site personalised access to digital cultural heritage, by providing visit recommendations and finding information based on the visitor's interest profile, thus taking full advantage of digitized cultural information.



### SMARTMUSEUM aims to achieve the following general goals:

- Lowering costs of on-site access to digital cultural heritage content;
- Improving structured, user behaviour and preference dependent on full access to the vast repository of cultural heritage;
- Improving the individual and shared experiences people receive from cultural and scientific resources;
- Bringing personalized cultural experience closer to non-expert communities;
- Making real reuse of personal experiences related to cultural heritage access for a variety of interest groups.



#### Partners:



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SMARTMUSEUM tackles the problem of user modelling, context-awareness and semantic data processing to enhance knowledge-based recommendations. This enables increasing interaction between visitors and cultural heritage contents, both in digital collections and in on-site ubiquitous environments.

In particular, the system focuses to demonstrate practical solutions to three technical challenges:

1. **User Modelling.** It is necessary to gather and deliver only the information that is relevant to an individual. Personalization, based on user modelling, can be provided by tailoring the content to the user's preferences. For example, in case the user is interested in Italian paintings, this information can be used to prefer recommendations of museums exhibiting such objects.
2. **Context Modelling.** Context-aware computing can discover and take advantage of contextual information, such as user's current location or time of day, to further improve personalization. For example, in case the user is located in Florence and the time being afternoon, the museums relevant to the user are limited to the ones that are located in town and are currently open.
3. **Semantics.** In knowledge-rich domains, such as cultural heritage, semantic information processing can be used to overcome the gap between annotations and a user profile. For example, based on the users' interest in astronomy, the system could be able to recommend, for example, the visit of the History of Science Museum that collects the original telescope made by Galileo.

We expect to have fully functional solutions deployed at two end-user sites, namely at the **Museum of Fine Arts in Valletta**, Malta and the **Institute and Museum of the History of Science in Florence**, Italy by the end of 2009.

The demonstrator of the system is expected to be functional by June-July 2009, and two workshops for end users and stakeholders will be held after the first demonstrators are implemented and tested.



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