

City Runner

City Runner is an unique project that brings together alternative systems of mobility (for example, carpooling and taxi sharing) with technological systems to receive on your mobile phone, thanks to Bluetooth or wireless networks, information about urban traffic, car parks, and commercial, tourist and cultural events. This project foresees the installation of interactive shop windows and totem where it is possible to print tickets for means of transport, theatre or cinema. By this systems is possible to phone and make payment as well.

If you want...

- *To give to citizens and tourists information about urban traffic and mobility.*
- *To establish an automatic communication network about tourist and commercial events and news.*
- *To Plan a town infrastructure that regulates mobility, simplifies urban traffic and improves uses of areas designed for parking*

City Runner: a new way to move around, to inform and share information in the city!

City Runner has been created by Urbano Creativo thanks to cooperation with Video4U.

Totem and display windows can be easily accessorized with:

- Barcode, Chip card and Badge Readers;
- Electronic coin box;
- Laser printer;
- Tickets Thermal printer ;
- Usb Port;
- Wireless card;
- POS Terminals.
- Webcam.

How?

- Preliminary analysis of urban contest end movement infrastructures.
- Research about customs/ citizens' demands/ city users/ tourists.
- Possible planning of cultural and tourist routes.
- Design Mobility Plan.
- Fulfilment of Feasibility Study and Business Plan for economic sustainability of project and its management.
- Design web/mobile phone/ personal digital assistant platform.
- Establishment of an urban bluetooth network.
- Look for Partners and sponsor.
- Communication plan (internal and external).
- Monitoring and updating phase.