



MAGICIAN

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Semantic Based Intelligent Entertainment Activity Planner

MAGICIAN project will build a semantic based intelligent recommender system to improve end users' quality of leisure and entertainment experience. MAGICIAN will feature significant improvements over today's solutions by gathering leisure and entertainment domain specific real and non-real time information from multiple sources and making intelligent recommendations based on user/group profiles.

Main focus

MAGICIAN will go beyond the existing technologies by addressing the current problems and gaps in these technologies.

Ontology Definition and Development:

The available ontologies are either on the end user side or on the business side. A generic domain specific ontology to bridge the gap between the users' interests and activities as well as to facilitate the recommendation and planning services is still missing.

User/Group Profiling:

Dynamic, flexible and privacy aware semantic user profile is needed for context aware personalized services. To this end, profile and privacy enhancement mechanisms are needed to improve the available solutions.

Context Aware Recommender Systems:

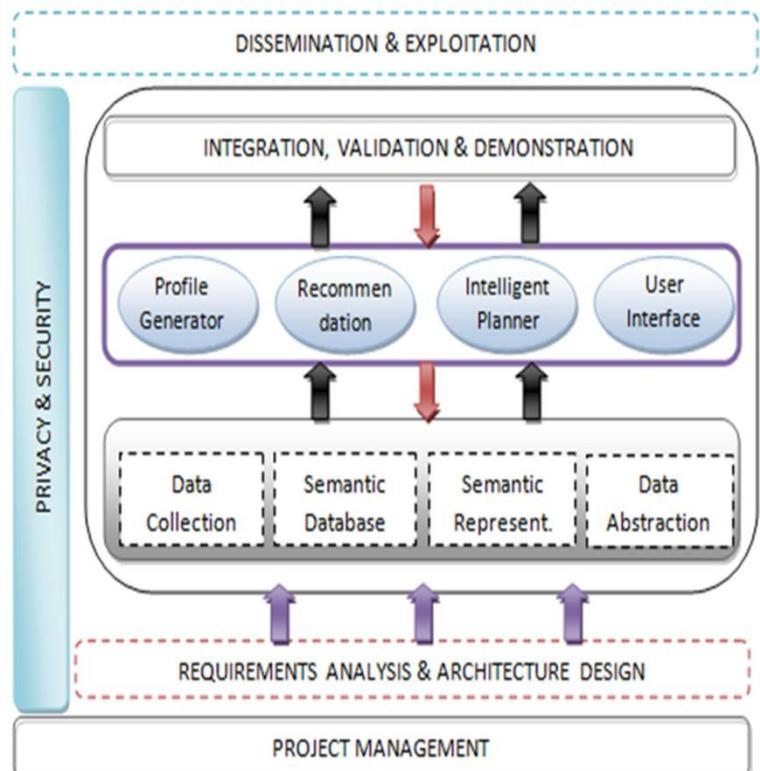
New building blocks for context aware recommender systems such as recommendation algorithms and effi-

cient storage methods are required to implement the existing approaches to practical systems. In this respect, simple, friendly and expressive user interfaces also need to be developed.

Approach

The structure of the MAGICIAN project is divided into 4 different technical work packages (WP2-WP5) in order to focus on selected work items:

- ◆ WP2 – "Requirements Analysis and Architecture Design" defines use cases and specifies the user and system requirements for MAGICIAN.
- ◆ WP3 – "Data Collection and Semantic Representation" handles broadly the collection of data from diverse sources, semantic representation of the data and storage of the leisure/entertainment data along with the user/group profiles.



- ◆ WP4 – “Enabling Technologies” focuses on developing MAGICIAN’s main components: the profile generator, the recommendation engine, the intelligent planner, and the user interface.

In addition to these components, WP4 will have a specific task to address the end user’s security and privacy concerns in MAGICIAN system.

- ◆ WP5 – “Integration, Validation and Demonstration” aims at integrating of all the system components developed in WP3 and WP4 during the project lifetime and developing prototypes to demonstrate the abilities within use case scenarios.

All the technical WPs are dependent on each other:

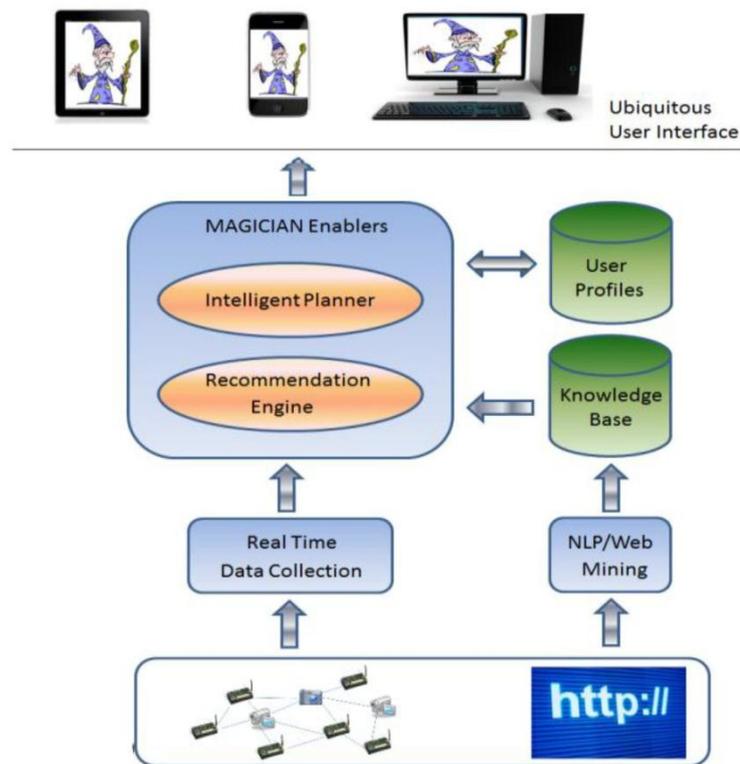
- ◆ WP2 will serve as the basis for the design of system components in WP3 and WP4. It will also define the use case scenarios to be implemented in WP5.
- ◆ WP3 and WP4 will be in coordination and the semantic data in WP3 will be the input to the components developed in WP4 and the output of WP4 will enrich WP3 in return.
- ◆ WP5, which implements the use case scenarios, will integrate the system components developed in WP3 and WP4 and provide feedback to these WPs.

Main results

The final project result will be a

platform over which on one hand, existing services within the leisure and tourism sectors in the cities can be integrated and combined

groups making use of the platform will enable them to make a better use of their free time finding the leisure and entertainment that matters most, and making it possi-



for a better deal. On the other hand, new services based on the platform may also be offered. Fields such as the advertising of personalized events and activities for the active users and groups will enhance the attractiveness of such services.

ble to schedule it to enjoy it. Such experiences enhance the quality of life of people and provide new opportunities to the leisure and entertainment sector.

Impact

The potential market of the project is primarily the leisure and entertainment sector, and after this, the tourism sector, as it is a service that will enable a better exploitation of entertainment activities in cities, and thus these cities will become more attractive as touristic destination. MAGICIAN is believed to have strong impact on tourism. Tourism plays a crucial role in European countries’ economies. According to ETC, Europe has more than half of the market share of worldwide tourism with 460 million international arrivals annually. Tourism produces directly 5% to the total European GDP and 10% of it indirectly. About 1.8 million businesses, primarily SMEs, are active in the tourism sector in which approximately 5.2% of the total workforce is employed. As the travel expenses decreases recently, the market share of the systems which guide the users on regional activities increases rapidly.

About Celtic-Plus

Celtic-Plus is an industry-driven European research initiative to define, perform and finance through public and private funding common research projects in the area of telecommunications, new media, future Internet, and applications & services focusing on a new „Smart Connected World“ paradigm. Celtic-Plus is a EUREKA ICT cluster and belongs to the inter-governmental EUREKA network. Celtic-Plus is open to any type of company covering the Celtic-Plus research areas, large industry as well as small companies

or universities and research organizations. Even companies outside the EUREKA countries may get some possibilities to join a Celtic-Plus project under certain conditions.

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