

4 hrs ago

Visit Orlando claims app first – artificial intelligence and augmented reality in one

It might be a bit late for the summer season but [Visit Orlando](#) is laying claim to a “first” in the world of mobile apps.

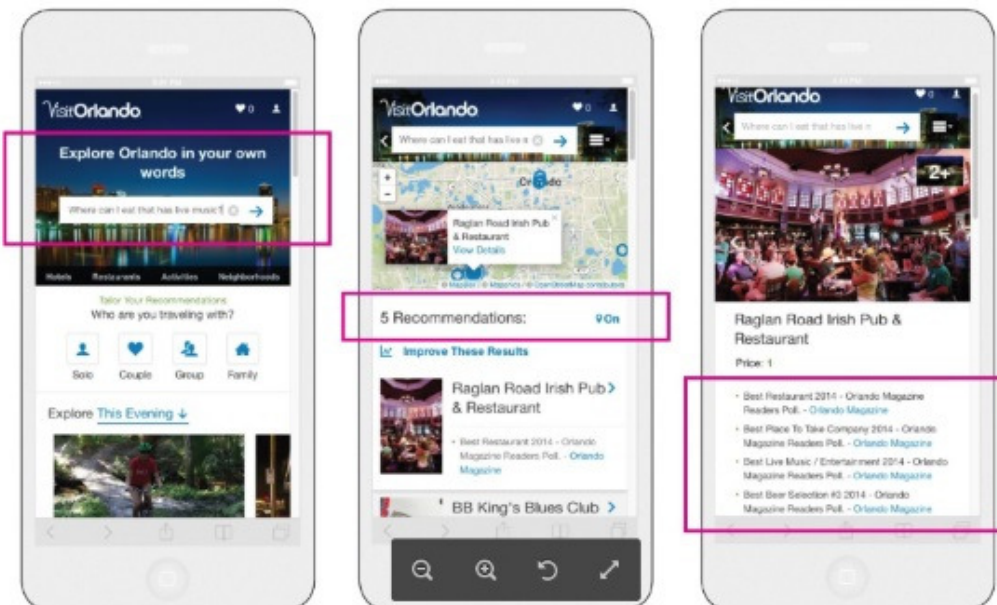
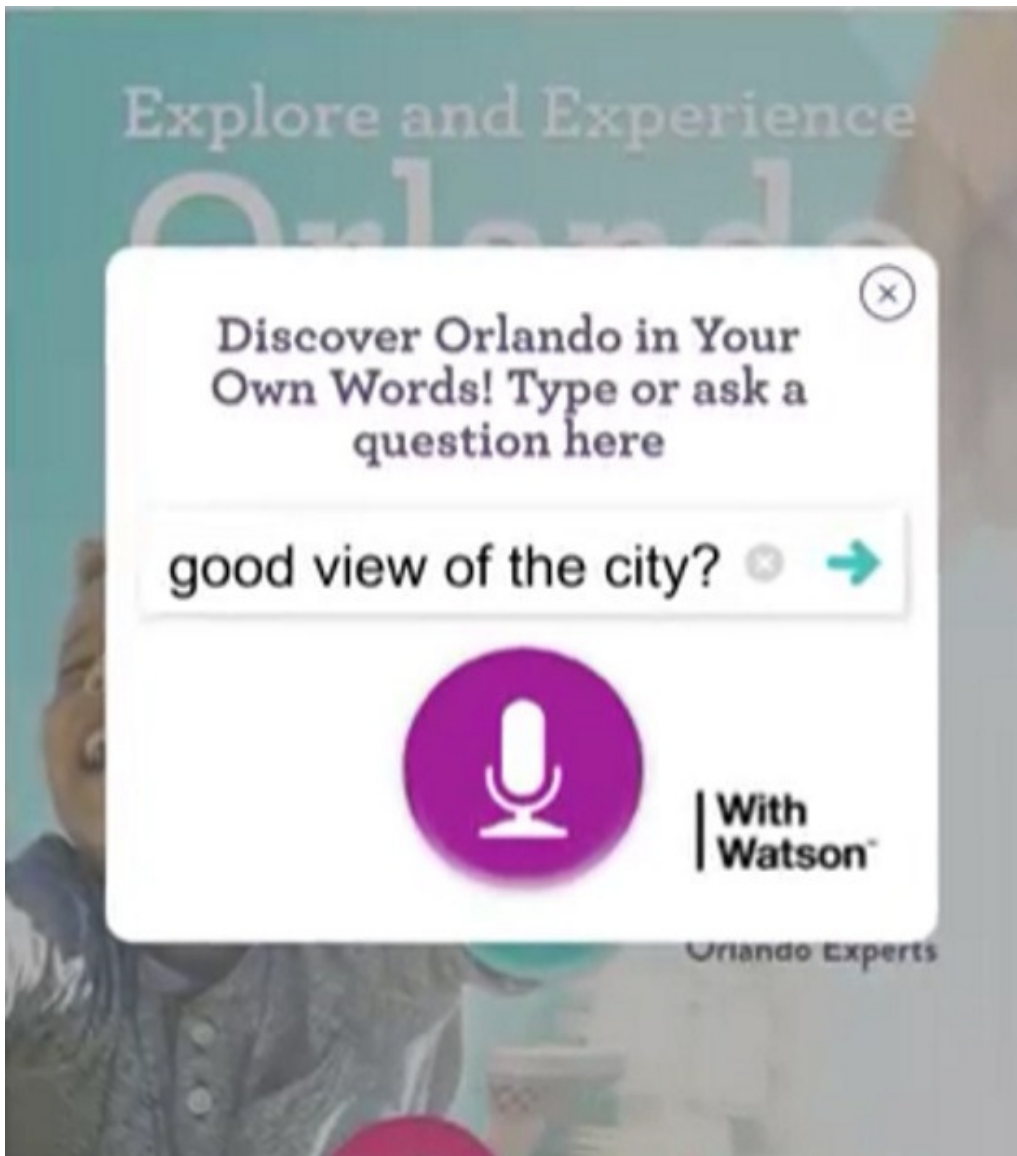
The tourism bureau says it has combined both augmented reality and artificial intelligence into a single app.

The latter is using IBM Watson technology to allow visitors to ask natural language questions about the destination.

As with similar natural language search-based services, Visit Orlando’s app learns over time so that the results can be refined and offer better recommendations, it says.

For example, questions can range from “Where can I find a scenic view of Orlando?” to “Where can I eat that has live music?”.

The results include information and reviews streamed from the likes of TripAdvisor as well as consumer blogs.



The augmented reality elements of the app come into play if the user enables the camera on their smartphone (the app is available for both Android and iOS-powered devices).

The app has included the usual guide-type features, such as an “Around Me” tool so users can locate relevant attractions and services (entertainment, dining, etc), as well as gimmicks where users can get discounts when they snap selfies (a “Selfie Scavenger Hunt”) at various locations in the area.

More functional tools include the ability to find and book tickets for attractions in Orlando.

Visit Orlando president and CEO, George Aguel, says:

“Visitors to Orlando can be awed and sometimes overwhelmed at the array of unique attraction, dining, shopping and entertainment options.

“This innovative technology is like having your own personal Orlando expert 24/7. It analyzes numerous options, extensive data, and insights from destination experts and fellow travelers to create a recommended experience that is just right for you.”



[About the Writer :: Kevin May](#)

Kevin is senior editor and a co-founder at Tnooz. He was previously editor of UK-based magazine Travolution and web editor of Media Week UK from 2003 to 2005.

He has worked in regional newspapers (Essex Enquirer) and started his career at the Police Gazette at New Scotland Yard in London. He has a degree in criminology, a postgraduate diploma in magazine journalism and publishes his first book - [a biography about Depeche Mode](#) - in late-2016.

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