

The Junta de Castilla y León Brings Mobile Technology to the Camino de Santiago

GMV has developed for the Junta de Castilla y León (Regional Council of Castilla y León) an SMS information service on the region's section of the famous long-distance pilgrimage route called Camino de Santiago. The service is designed to be of use both for tourists and pilgrims

Valladolid, 29 January 2006.- The Digital City Project is part of the Junta de Castilla y León's Regional Information Society Strategy and Master Plan for Telecommunications Services and Infrastructure. In this framework the Junta has developed this groundbreaking project, the idea of which is to tap into the new possibilities offered by mobile messaging to provide a pilgrim information service for the Camino de Santiago, a cultural and tourism symbol of the region.

The "*peregrin@alerta*" service runs a portal called www.peregrinoalerta.jcyl with messaging based services giving information on the Castilla y León section of the Camino de Santiago plus newsheet subscription services and any other service of interest to pilgrims and tourists of the region.

The aim of the project is to develop an application for promoting Castilla y León's internet contents and services for people of the region, in response to the demand for information by pilgrims and visitors of the "Comunidad Rural Digital", a project to boost internet use in rural areas. This will broaden the visitors' trawl of information and bring it to them with the instant availability offered by information and communication technologies.

The "*peregrin@alerta*" service gives pilgrims information on hostels, rest areas, stages of the route, nearby fountains, sites along the route, facilities (pharmacies, restaurants, health centers, accommodation, internet access points), etc. *peregrin@alerta* also includes a mobile telephone tracking system together with the possibility of sending short messages from the web to other pilgrims registered with the portal. Further services are due to be phased in by the end of the year such as a WAP portal and weather information, among others.

Also worthy of note is the fact that the "*peregrin@alerta*" service has been set up in such a way as to make it easily transferable to other long-distance routes such as the Camino Francés, the future Ruta de la Plata and the Camino Madrileño.

This new project marks another milestone in the long-standing record of collaboration between the Junta de Castilla y León and GMV, forging an even closer bond between them that bodes well for the future.

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