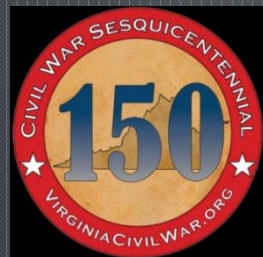# Virginia Multi-Media
Travel Information Center

Virginia, *By the Way*

Virginia, *By the Way*

Partners:

    Virginia Department of Transportation

    Virginia Tourism Corporation

    Virginia Sesquicentennial Commission

    Virginia Wine Board

    Civil War Trails

    Civil War Trust

Economic stimulus program through growth in tourism in Virginia.

Virginia, *By the Way*

Goals:

- Creative and Unique

- Promote the byways of Virginia

- Encourage off-interstate travel

- Highlight Virginia's Civil War trails, battlefields, and wineries

- Promote all of Virginia's rich tourism products such as:

  - ✓ National Parks
  - ✓ State Parks
  - ✓ Amusement Parks
  - ✓ Festivals
  - ✓ Beaches
  - ✓ Events

- Use VTC's Virginia.org database for the attractions on the Kiosk.
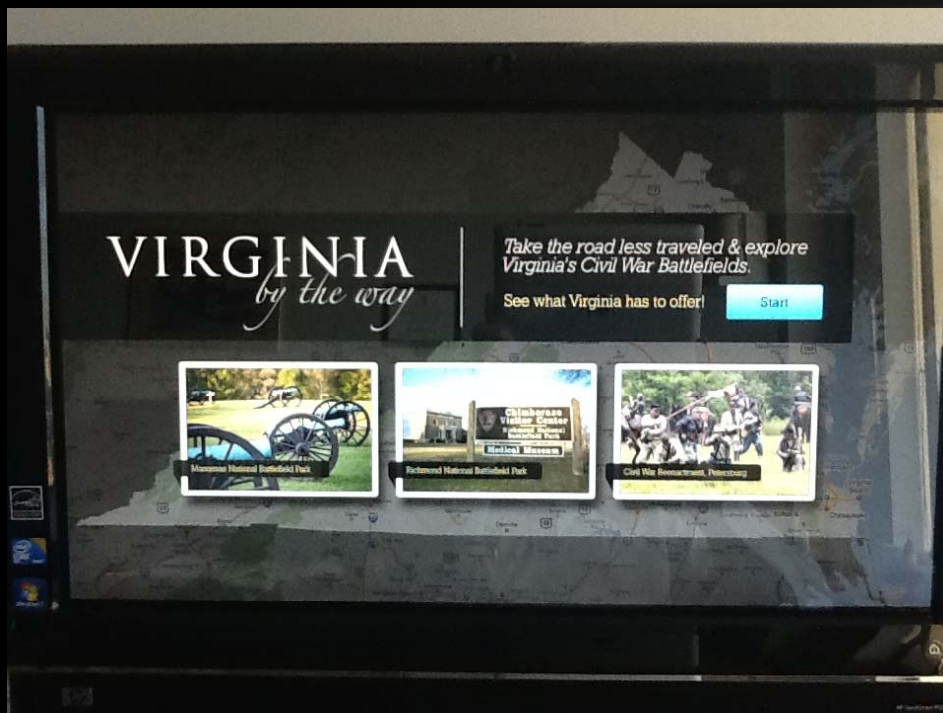
Virginia, *By the Way*

Challenges to achieve usability by travelers in
Welcome Centers:

- Limited time to interact (about 5-10 minutes)
- Easy to use
- Intuitive
- Provide enough to peak interest – destination information
- Provide rich visual experience
- Provide options
- Multiple users

Developed by Ironworks, a Richmond software
development company.

Virginia, *By the Way*

40" Units at six Welcome
    Centers
24" Units in others

Virginia, *By the Way*

Install Sites for 40" Screens:

- Fredericksburg (I95 Southbound)
- Clear Brook (Winchester, I81 Southbound
- Lambsburg (I77 Northbound)
- Bracey (I85 Northbound)
- East Coast Gateway (New Kent, I64 East Bound)
- New Church (Eastern Shore, Route 13)

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Install Sites for 24" Screens:

One at each Welcome Center with 40" screen

Two 24" Screens only:

- Bristol (I81 Northbound)
- Rocky Gap (I77 Southbound)
- Skippers (I95 Northbound)
- Manassas (I66 Westbound)
- Covington (I64 Eastbound)

Capitol Bell Tower (1- 24" screen)

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Phase II plans:

- ✓ Alternative route building

- ✓ Itinerary building

- ✓ Mobile devices application (e.g. QR code)

- ✓ 511 VDOT road construction information integration

- ✓ Virginia.org integration for PC's and portable devices

- ✓ Usage enhancements
  - Photo/Video Library
  - Modifications base upon user testing

Virginia, *By the Way*

Demo Unit

Phase I