

THE CROSSCULT HERALD

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CROSSCULT H2020 PROJECT NEWSLETTER

February 2017 edition

INTRODUCING THE CROSSCULT PLATFORM

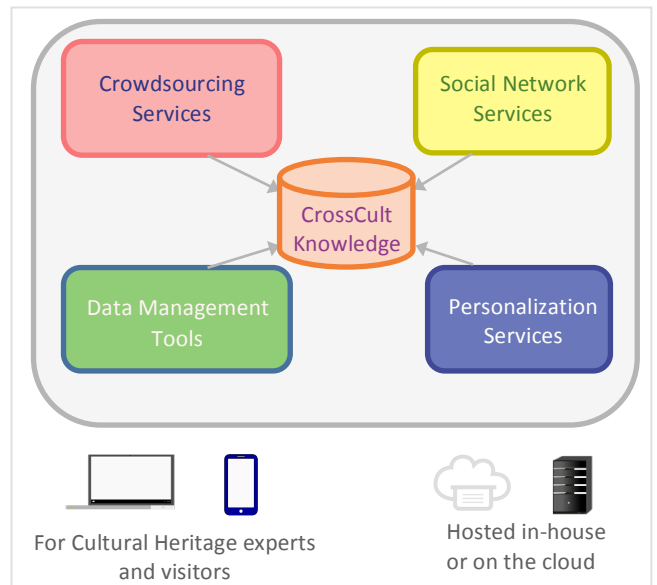
The **CrossCult** platform is a modular web platform that has two main objectives.

First, make Cultural Heritage knowledge easily accessible, manageable and useable. This means providing cohesive and easy to use APIs and tools to explore and retrieve this knowledge but also facilitate linking to external data sources in the spirit of the Linked Open Data.

Then, leveraging this knowledge, the platform will offer a list of services that can be used to power mobile applications meant to foster involvement and reflection from visitors of Cultural Heritage venues. Personalization services will allow to tailor truly visitor-specific experiences through the use of smart user profiling and recommendation techniques.

Crowd sourcing services will allow visitors to contribute to the CrossCult body of knowledge, making it a living repository of knowledge enhanced both in quantity and quality as more people engage with it. Finally, social networking facilities are provided to foster visitor interactions (during but also outside

of a visit) and reflection exchanges. At the end of the day, the main goal of the CrossCult platform is to make accessible to Cultural Heritage experts cutting edge technologies and let them focus on what matters, which is building rich visitor experiences that highlight what their venue has to offer.



The CrossCult platform helps Cultural Heritage experts create exciting new applications for museum and city visitors.

PROFILE OF THE MONTH



Tsvi Kuflik is associate professor of information systems at the Information Systems Department, the Faculty of Social Sciences, The University of Haifa, Israel. He is a distinguished ACM scientist and a senior IEEE member.

Prof. Kuflik just joined the CrossCult project as member of the Innovation & Business Advisory Board (IBAB), where he will share his experience in recommendation systems and more broadly in digital cultural heritage applications. During the CrossCult meeting at LORIA in Nancy, he gave a speech on **“Advanced Technology at the fingertips of museum visitors: The Museum as a living lab. The Hecht Museum’s Mobile Museum Visitors’ Guide”**.

Prof. Kuflik accepted the invitation to join the CrossCult IBAB because “CrossCult addresses the issue of reflection and not only how to deliver information to visitors ... letting the visitors

reflect, or get information that fits their own opinion, or a contradictory one...is unique and novel”. He believes that “the project will provide an infrastructure that will help museums to deliver contents to their visitors, in a way that is easier than what is done now ... in a way, it is better than having a tailored-made set of applications or presentations delivered”.

WE ARE CURRENTLY READING

[Info-Bead group modeling in a mobile scenario](#), 2016, Kuflik, T., Variat, Y., Dim, E., Mumblat, Y.

"In line with the authors' works in cutting edge Cultural Heritage technologies, this paper presents challenges in personalization for smart environments, addressing the needs of both individuals and group visitors".

[Semantics-aware Graph-based Recommender Systems Exploiting Linked Open Data](#), 2016, Musto, C., Lops, P., Basile, P., de Gemmis, M., Semeraro, G.

"This paper presents modeling with a graph semantic knowledge about users, items and their properties in order to make recommendations. This is an alternative to directly querying and reasoning on semantic knowledge, which we started to investigate for CrossCult some time ago, knowing its performances requirements in terms of recommendations. A very interesting article for people in the field of semantic-based recommender systems".

[Situation identification techniques in pervasive computing: A review](#), 2012, Ye, J., Dobson, S., McKeever, S.

"This thorough review of situation identification techniques is indicative to understand how actually implementing context-awareness in IT solutions, by deducting complex situations from sensor inputs or other context data gathered from the environment".

[Where To Go And How To Get There: Guidelines For Indoor Landmark-Based Navigation In A Museum Context](#), 2015, Wecker, A. J., Lanir, J., Kuflik, T., Stock

"This work is very informative in regards to museum navigation and visitor movement. It is particularly interesting for the CrossCult platform that will support visitor navigation, by using museum items as landmarks".

PROJECT NEWS

Third general project meeting. The third general CrossCult project meeting, hosted by our CNRS partner, took place in LORIA Nancy between February 8 and 10, 2017.

Thanks to everyone that attended and keep up the good work!

FOR YOUR AGENDA

Explore some of the forthcoming conferences relevant to the CrossCult project:

- [Intelligent User Interfaces](#), March 13-16, 2017 in Pyrgos, Cyprus.
- [Theory and practice of Digital Libraries](#), September 13-21, 2017, Thessaloniki, Greece.
- [Open data for Heritage Science, Research Data Alliance \(RDA\) 9th Plenary](#), April 5-7, 2017, Barcelona, Spain.

STAY IN TOUCH!

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