



Connected and Intelligent Signage

Cinnia's intelligent signage, managed by the Aurora digital platform, stands as an essential tool for transforming the way visitors interact and experience a tourist destination.

It involves implementing a comprehensive strategy that attracts, informs, guides, and enhances visitor experience, leveraging technology and intelligent data management to offer an unforgettable tourist experience

Objectives and Benefits for the Destination

- ✓ **Attracting Visitors:** We highlight the most appealing aspects of the destination to spark interest and encourage visitors to explore.
- ✓ **Presenting Tourist Offerings:** Our intelligent tourist signage provides clear and engaging information about tourist resources and services.
- ✓ **Guiding Visitors:** We use consistent signage to effectively guide visitors to their desired destinations.
- ✓ **Destination Information:** We provide relevant and legible information once visitors arrive at their destination.
- ✓ **Digital and Intelligent Management:** Through the Aurora platform, we intelligently manage data to enhance visitor experience and optimize destination resources in real-time



aurora

Aurora Technology

Data Analytics for In-Depth Insight into Infrastructure and Behavior Patterns, as well as Centralized Content Management



An IoT Network

Los elementos de señalización incorporan una variedad de sensores y dispositivos de IoT, como sensores de movimiento, cámaras, códigos QR, y más, para recopilar información y mejorar la experiencia del visitante. Estos dispositivos utilizan tecnologías inalámbricas como Wi-Fi, Bluetooth y LoRaWAN para conectarse sin necesidad de cables físicos.