

The project

The services provided by the I AM network consist in the development of a variety of advanced multimedia applications (“Augmented Reality” techniques), including advanced interactive techniques, for natural and cultural heritage sites.

- Videomapping (2D and 3D projections combined with sound and lighting effects) on cultural heritage sites, monuments and historic buildings
- Interactive videoinstallations responding to voice and movement of viewer
- Mobile applications (allowing a viewer to point a mobile phone camera at a site and display information or other virtual elements)
- 3D modelling and virtual reconstructions of archeological sites to be viewed through AR goggles
- 3D modelling and layering of AR information on archeological exhibits
- Augmented Reality (3D pop-up) guide books

To spread information on the technical possibilities and added value of these innovative services and to encourage their use, the following main actions will be implemented:

- A pilot project in each of the seven participating countries (demonstrations of AR applications for different types of heritage sites)
- The active development of a network of AR experts and their on-line community as well as the promotion of this network to a large number of organisations with an interest in heritage sites and tourism promotion in general
- A training workshop in each participating country (on AR technologies for heritage site enhancement)
- An annual festival to showcase the pilots and similar applications (in four of the participating countries).

Augmented Reality means overlaying virtual, digital elements on reality.



It refers to the innovative multimedia techniques that make reality interact with digital constructions and reconstructions, thus modifying, enhancing and enriching the perceived world. It includes interactive projections, lighting techniques, virtual architecture and communication and audiovisual instruments.

Its applications are numerous, ranging from overlapping virtual components onto reality (geo-localisation and referencing, logical and physical mapping) to simulation of virtual reality elements and artistic applications through performances, video projections and installations.



For more information

If you would like to know more about the project, its partners, its activities or events, visit our web site:

www.iam-project.eu

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Seven countries – seven I AM pilot projects

Italy – Archeological site at villages of San Imbenia and Flumenelungu in the Natural Park of Porto Canto in Sardinia, including the Protected Marine Area of Capo Caccia-Isola Piana. Videoprojections, 3D reconstructions and AR installations and interactive media will develop a virtual itinerary based on the relationship between sea and land and the different phases of the Phoenician era.

Spain – Greco-Roman archaeological site at Empuries in Catalonia. An application for mobile phones on the contents of the archaeological site will be developed and combined with videomapping on the cultural and natural environment.

Egypt – The Library of Alexandria, reconstructed in 1999 as a modern monument representing tangible and intangible heritage, will be the location of a videomapping performance. The tangible and intangible heritage aspects will be reflected in the contents of the 3D videoprojection performance.

Jordan – Dar-es-Saraya, a historical building that is currently serving as a museum, in the Irbid region. A 3D model of the historic building and Augmented Reality products of a number of selected exhibits of the museum.

Lebanon – Jbeil old city (Byblos). As Unesco world heritage recognized to be highly important but not very visible to the visitor as so little remains. A 3D archaeological reconstruction model will be developed to assist in visualisation and understanding.

Palestine – Videoprojection performances on El Khadr (Saint George Church), a Greek-Orthodox church in Al Taybeh. The contents may be historical, cultural, artistic, with large visual impact. In addition, possibilities for an AR book related to the site are being studied.

Tunisia – Development of a virtual museum, showing the visitor through the landscapes of the Cap Bon region (citrus growing, wine production), accompanied by interactive installations located on the territory, such as animations, films, and AR interaction with webcam.

The Partnership

The project is led by the Municipality of Alghero, Italy. It is being implemented in partnership with a further thirteen organisations in seven countries.

Italy: University of Genoa

Spain: Ministry of Culture of the Government of Catalonia, i2Cat Foundation, KonicLab

Egypt: Library of Alexandria

Lebanon: Municipality of Jbeil-Byblos and American University of Beirut (AUB)

Jordan: Department of Antiquities and Jordan University of Science and Technologies (JUST)

Palestine: Municipality of Al Taybeh and RIWAQ

Tunisia: Regional Commisariat for Tourism of Nabeul-Hammamet and the Association for Geographic Research and Studies (AREG)



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The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). It aims to promote sustainable and harmonious cooperation at Mediterranean Basin level by dealing with common challenges and enhancing endogenous potential. It finances cooperation projects to contribute to the economic, social, environmental and cultural development of the Mediterranean region. Fourteen countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestinian Authority, Portugal, Spain, Syria, Tunisia.
www.enpicbcmmed.eu

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, over a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development while maintaining cultural diversity, tolerance and individual freedoms. The EU is committed to sharing its achievements and its values with countries and peoples beyond its borders.

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International Augmented Med
Multimedia and interactive technologies for the promotion of cultural and natural heritage



The International Augmented Med (I AM) project is an international cooperation project involving fourteen partner organisations in seven countries around the Mediterranean Sea. It is being implemented from October 2012 to October 2015.

The 14 partners exchange expertise, support each other with technical assistance and develop joint activities to provide innovative services to the tourism sector in each of their countries. By supporting this key sector, they will assist economic development in the region.

The Mediterranean area attracts about 30% of international arrivals and tourism receipts. Increased international competition is however affecting the position of the region as a leading destination. Product diversification and innovative tourism services are key drivers to maintain and enhance the attractiveness of the Mediterranean destination.

The main result of the I AM project is the establishment of a **cooperation network, linking experts in IT and tourism promotion**. This network will develop and implement initiatives to enhance the attractiveness of natural and cultural heritage sites as tourism locations.

Italy ★ Egypt ★ Jordan ★ Lebanon ★ Palestine ★ Spain ★ Tunisia

