Master project proposal 2:

Title: Personalized Multimedia Museum Guide on a PDA
Research Domain: Personalization, User Modeling, Semantic Web
Tools related: Web-based demonstrators, PDA-based demonstrators, RFID, NSF
Project Context: CHIP project in collaboration with the Rijksmuseum Amsterdam
Project URL: [http://www.chip-project.org](http://www.chip-project.org) (try out the tutorial in order to see the PDA-tour)
Contact: Lora Aroyo ([l.m.aroyo@tue.nl](mailto:l.m.aroyo@tue.nl))

Brief summary: This master project focuses on extending the existing PDA-based multimedia guide with some of the advanced personalization functionality, e.g. adaptive artwork sequence, way-finding, indication of other museum visitor’s positioning, shared tours, etc. Current PDA tour uses RFID technology for locating artworks. One aspect for extending the current prototype could be exploring the use of Near Field Communication (NFC) technology instead. The CHIP demonstrator makes use of Semantic Web technologies for modeling of domain and user data (e.g. enriching existing museum collections with semantic metadata).

Related assignments are: (1) Smart Posters; (2) Integration of social and preference data from Flickr, Del.icio.us, YouTube, etc.
Past masters theses within the CHIP project [Rody van Saambeek; Yuri Schuurmans]