

## PRESS RELEASE



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### Conwy County Selects Canditv For Visitor Interaction

The Directors of Data Driven Logistics Limited are delighted to announce further success in the tourism sector with its Canditv interactive communications solution. Conwy County Borough Council selected Canditv due to its ability to offer local residents and visitors to the region with a range of innovative yet simple methods to access and interact with community and tourism information in outdoor and often remote locations around the clock.

Visitors can now view and interact with live local accommodation availability, things to see and do, events and offers, travel information and so on, either by using the kiosk's touch screen or by using a mobile phone to enable further live content interaction and downloads beyond the screen kiosks.

The solution generates dynamic QR (quick response) codes which are presented on screen next to specific content where further interactive capabilities are possible directly on mobile phone screens. Smartphone users can simply scan the codes to quickly access pre-defined content such as travel timetables, tourist trails, events and attractions, all of which is automatically optimised for mobile phone use.

With the ability to make direct bookings, download offers and vouchers, the service is capturing the attention of local advertisers, keen to promote their products and services in this unique but highly effective way. Once a visitor had identified a point of interest, the solution offers a free navigation service to guide them directly to the selected venue.

The solution is believed to be the first and most advanced of its kind in UK tourism.



Kevin Griffiths Managing Director for Data Driven commented: "Providing simple and cost effective access to information and services to anyone when out and about is a unique and very appealing feature of Canditv. Further to the obvious benefits to visitors of being able to access information and services without having to find Tourist Information Centres, the service will boost spend within the region and help generate repeat and new business through the development of better service relationships based on known visitor interests and habits and also through technical extensions of the Canditv service utilising web based viral marketing and social media to further promote the region and what it has to offer."

The initial project includes six outdoor kiosks to be implemented in both town centre and rural locations.

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**Notes to editors**

Canditv is part of Data Driven Logistics Ltd, an innovative software and technology solutions provider based in Stoke-on-Trent. Canditv offers a range of interactive services to mobile users, allowing service providers, advertisers, retailers, games manufacturers and so on, to reach their target markets and customers in a completely new and innovative way. For further information visit [www.canditv.com](http://www.canditv.com) or contact Kevin Griffiths on 08458 733200, [kevin.griffiths@canditv.com](mailto:kevin.griffiths@canditv.com)

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