



Virtual Sightseeing Offers Visitors an Immersive Look into Cascais Coast

Cascais Town Hall and Cascais Atlântico Agency have elected to install a YDreams' Virtual Sightseeing Scenic Viewer at the Environmental Interpretation Center at Ponta do Sal (in São Pedro do Estoril on the outskirts of Lisbon) one of the prime spots along the coast for exploring the area's maritime natural heritage. The scenic viewer will be inaugurated this November 7th and will remain a permanent fixture at the interpretation center.

The Virtual Sightseeing scenic viewer uses innovative Augmented Reality technology to offer the public the chance to explore unique details about coastal biodiversity and man-made landmarks. The system's intuitive tactile interface pinpoints notable geo-referenced points in the landscape ranging from coastal fauna and flora, and the nearby town citadel to the Bugio Lighthouse and the Bay of Cascais. Users aim the scenic viewer at the landscape and touch the points on the screen that interest them to access contextualized information in the form of text, images and video.

According to Carlos Carreiras, Cascais Atlântico's President and Cascais Town Hall Vice-President, "the county has taken another innovative step forward in using advanced digital equipment to inform citizens about the area's natural heritage and simultaneously heighten public awareness in regard to important environmental issues".

About Cascais Atlântico Agency

Cascais Atlântico Agency, launched in 2007, works in close cooperation with Cascais Municipality to promote and educate the public about the region's maritime resources. Initiatives include public awareness campaigns, maritime education programs at local schools, dynamizing the local economy, and fostering innovation and socio-cultural promotion. To learn more about the agency go to www.cascaisatlantico.org