i-Tour will develop an open framework to be used by different providers, authorities and citizens to provide **intelligent multi-modal mobility services**. i-Tour client will support and suggest, in a user-friendly way, the use of different forms of transport (bus, car, railroad, tram, etc.) taking into account user preferences as well as
real-time information
on
road conditions
,
weather
,
public transport network condition
.

To do so i-Tour promotes a new approach to data collection based on recommender system based on the **information provided by the whole user community**.

i-Tour mobility client applications will feature a very user-friendly interface accessible from **PCs**,

PDAs
and
Smartphones
.

i-Tour clients are designed to **promote use of public transport** by encouraging sustainable **tra vel choices**
and by providing rewarding mechanisms for users choosing public travel options.

Sustainable travel preferences, e.g. measured in terms of CO2 emission saved by using public transport, are rewarded, e.g. through free public transport tickets, thus promoting and encouraging **environmental friendly travel behaviours**.

The **i-Tour** project is now halfway through and **important objectives have been achieved**: from public transport estimation load (WP2), to modeling of the multi-modal transport system (WP3), from development of the serious game interface (WP4), to an analysis of the privacy

threats (WP5). Low-level services that support transport data access have been implemented (WP6), and our dissemination activities continue across a variety of sectors (WP8).”