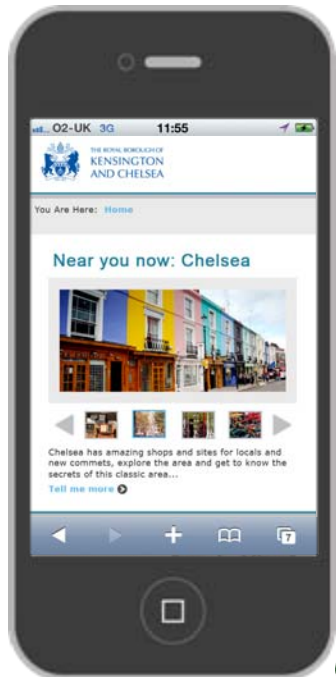


RBKC goes mobile in time for 2012 Olympic visitors

Business need

A mobile internet site was required to provide tourist and visitor information for the Royal Borough of Kensington and Chelsea, particularly to support its strong mix of retailers and for 2012 Olympic visitors.



The solution

To promote the Borough's diverse retailers, and as part of the Borough's visitor strategy in the lead up to the 2012 Olympic and Paralympic Games, we developed a mobile internet site for RBKC to raise awareness of its international tourist destinations.

The mobile site is integrated with the desktop site's CMS to deliver mapping and information services for the Borough's five key tourist areas: Kensington; Notting Hill; Sloane Square / King's Road; Holland Park and Knightsbridge.

The mobile site also features a full list of attractions, events, museums, as well as a complete shopping directory and an interactive mapping solution. Users can also access a broad range of restaurants, bars, and hotels in the Borough.



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

Functions

- Optimised mobile site with CMS integration
- Location-aware services
- Advanced mapping solution with back-end integration with desktop site

