

# EMMA

Enriching market solutions for content management and publishing with state of the art multimedia analysis techniques

H2020-ICT-2016-2017



# Factsheet

**Call:** H2020-ICT-2016-1

**Topic:** ICT-21-2016 - Support technology transfer to the creative industries

**Innovation action**

**Start date:** 2017-01-01

**End date:** 2018-06-30



(Coordinator)

**VANDEJONG  
AMSTERDAM**

Optimistic Branding



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sistema toscana



## General project aim:

Transfer to CCI SMEs the most promising state-of-the art technologies in multimedia analysis from the research world.

Enhance existing commercial services, helping the SMEs solve both current needs of their customers and anticipate future market requirements and thus become more competitive.

# EMMA Vision

Better connect and engage with audiences through more compelling content and experiences.

Advancing on IN2's media management platform and CErTH's multimedia analysis software and services.

Driven by end-user organisations (FBF, FST, VDJ) and market needs.

The EMMA platform allows touristic destinations and event organisers in Europe to seize the opportunities offered by the latest solutions in ICT content technologies and information management. EMMA gives destination managers and event organisers comprehensive digital tools to manage their digital image and promote their brand by:

- Extending existing content to create cross-platform stories and multimedia narratives
- Gaining insights into how their destination or event(s) are perceived in social media
- Running social media campaigns and monitoring engagement with travellers or visitors, steering user-generated content creation, collection and publishing
- Turning web and mobile presences into more informative, media-rich and interactive channels suitable for all stakeholders





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