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The recent advances in microelectronics have greatly reduced the cost of smartphones, making them almost a commodity device, and driving up their market share in Europe and North America to about 60% of the total mobile phone market. Smartphones are equipped with several sensors, such as accelerometer, microphone, GPS and camera, that make them pervasive platforms for mobile sensing. They are personal devices that are close to their users during their daily routine, thus they can be exploited to sense surrounding context and infer user's current activity.

iLiveTour delivers Internet-based travel and tourism-related services through mobile devices. Intelligent agent technology was used to provide residents and visitors with dynamic, mobile, personalised, location-based information and services, specifically related to travel and tourism in complex urban environments.

The application slightly changes the approach in which the audience may access touristic and/or cultural information. Let's think about the usual way in which one could access touristic information when visiting a cultural attraction: the audio guide is the medium visitors usually use to access information and to broaden their knowledge when visiting a church, an exhibition, or simply moving around a historic city. New digital devices allow visitors to not only access contents as they wish, easily browsing as they are not forced to follow a unique path as in old analogical tools, but also do so interactively, having the opportunity to provide feedbacks as well as to access social media channels. Moreover, providing not only audio, but also pictures and video we offer a mobile experience, a way to access the world around us and interact with it and other users through our own devices. Moreover, using users' location and orientation, we drive them to meaningful points based on their position; a wider touchscreen fulfils all requirement to access information online and offline and browse a map to follow a path or identify points of interest.

