ATLAS brings innovation in the tourism industry by providing advanced guiding and recommendation services to tourists who use smart devices. Innovative algorithms for geo-tagging, multimedia annotation, recommendation, and retrieval as well as privacy-preserving automatic profile generation have been developed to enhance the tourism experience through rich and informative multimedia content. The project has achieved three scientific and technical objectives:

- **ATLAS has collected data and defined usage context.** Application scenarios have been analyzed. Multimedia content and metadata exceeding 1 million items have been collected as a basis for algorithm development and application prototyping.
- **ATLAS has developed geo-aware multimedia retrieval and recommendation techniques** by exploiting hypergraphs and privacy preserving user profile generation.
- **ATLAS has integrated the aforementioned technologies to put them to work.**

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**Honors and Awards**