

Our startup journey with UP Cebu TBI

ga Church

of the Gate Church is distinguished by its
be with unconventional and highly exag-
ue embellishments. It was built on top of
scan friars in 1773 out of volcanic rocks,
second only to the bellry found at the
as the most photographed man-made
Albay, if not in Bicol.

ees comes from the solomonic columns,
icors, and bas-relief images of saints and reli-
carefully carved throughout the entire face of

Augusto F. Vilalson, a heritage conserva-
said its architectural style has often been
to the Santo Tomas de Villanueva Church in
Ilo.

information, scan the code at right or tap the
with a compatible phone or tablet. For help,
myguide.ph.



Scan the code



Tap with
your NFC
device



InnoPub

ART



GUIDE TO *Sinulog*



SCAN TO LOAD GUIDE

- ✓ History of festival
- ✓ What to do in Cebu
- ✓ Where to go
- ✓ Directory of important contacts
- ✓ Sinulog contingents
- ✓ Complete schedule of events



Pit Senyor! Sinulog is Cebu's grandest festival. We hope this mobile guide will help you make the most of the celebration. (Photo by Paul Gotiong used with permission of the Sinulog Foundation)

About Sinulog



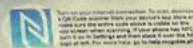
Plaza de Roma

This was formerly called Plaza Mayor and was converted into a park in 1797. It was renamed Plaza McKinley in 1901. In 1961, it was renamed Plaza de Roma to honor the Sacred College of Cardinals in Rome following the elevation of the first Filipino cardinal, Rufino J. Santos.

The bronze monument to Carlos IV of Spain was erected in 1824 as a tribute to the introduction of the smallpox vaccine in the Philippines. The fountain was built in 1886. In the 1960s, the statue was replaced by the Gomburza monument. The statue was returned in 1981.



It's more fun in the Philippines



Rizal Shrine

Dapitan came to be called the Shrine City of the Philippines because of this shrine, located in Dr. Jose P. Rizal's last settlement and workplace in this city.

Rizal was exiled by the Spaniards here in 1892. But his four years of banishment in Dapitan was described to be productive: Rizal worked as a doctor, farmer, painter, sculptor, teacher, linguist, among many other things.

Rizal purchased this land from his share of lottery winnings in 1892. He transferred here in March 1893. His mother Doña Teresita Alonso, his sisters, and some relatives and neighbors from Calamba, Laguna later came and lived with him until 1896.

On January 15, 1897, Rizal's property here was confiscated by Spanish authorities and Don Cosme Borromeo was appointed custodian. In 1913, the property was converted into a park by the government in memory of Rizal. In 1940, President Manuel Quezon issued Proclamation No. 616 declaring this site as the National Rizal Park.



SMART



InnoPub

Baguio tourism goes digital

Tourists headed to Baguio City can now use their mobile phones as guide to the country's summer capital with the launch of digital tourism in the city, in partnership with Smart Communications Inc. and Cebu-based new media startup InnolPub Media.

Digital tourism is a nationwide program that harnesses mobile technology to deliver tourism, cultural and historical information, being spearheaded by Smart and InnolPub Media.

Newly installed site markers containing QR or quick response codes and NFC (near-field communications) stickers have been deployed in select areas within the city. The markers trigger the download of tourism and historical information via phone scanning or tapping.

Smart and InnolPub have been closely collaborating with the Baguio City government unit led by Mayor Mauricio Domogan for the imple-

mentation of the program.

To download information via QR code scanning, tourists need to be connected to the Internet and must have a QR reader app on their phones. QR code apps can be downloaded for free from phone application markets.

To download information via NFC tapping, tourists need to be connected to the Internet and must have an NFC-capable device. Newer Android devices have NFC support.

InnolPub and Smart have also made available the Baguio Guide to help tourists make the most of their visit. The Baguio Guide can be downloaded for free from the Google Play Store and Windows Phone Store. It also has a mobile Web version at <http://baguio.wyguide.ph>.

The guide contains information about Baguio, where to go and things to do when in the summer capital. It also has a listing of where to eat

and shop for pasalubong. It also contains a portable directory of important contact numbers like that of the police and emergency units.

The Baguio Guide also has a listing of hotels, pension houses, tour operators and tour guides accredited by the Department of Tourism. The phone numbers on the listings are active and people need only to tap them to initiate the call.

Places featured in the Baguio Guide app also contain a "check location" link that, when pressed, uses the

Telecoms

Editor: ANTONIO R. PAÑO

Saturday, April 5, 2014



Interactive markers, which trigger the download of tourism and historical information via phone scanning or tapping, have been deployed in select areas in Baguio City.



Smart and InnolPub partnered with the Baguio City government to implement digital tourism in the country's summer capital. In photo are (from left) councilors Elmer Datuin, Fred Bagbagen, Joel Alangsal, and Leandro Yangot Jr., Mayor Mauricio Domogan, Vice Mayor Daniel Farinas, councilors Betty Lourdes Tabanda, Elaine Sembrano, and Michael Lee Lawana, Smart public affairs senior manager Nick Wilwayco, Smart Baguio sales and distribution manager Louis Duntugan, and InnolPub Media co-founder Max Limpag.

phone's GPS system to show tourists where the place is and provide them a suggested route there.

"Baguio City is the first digital tourism program we have launched in Luzon. We are happy to partner with the Baguio local government in promoting tourism using digital technologies especially with the increasing number of smartphone and data usage in the country," said Ramon Isberto, Smart public affairs

group head.

"In particular, we want to thank Mayor Mauricio Domogan for supporting this project. We also want to thank Panagbenga Foundation tourism chairman Freddie Alquiros for advocating the project and councilor Elmer Datuin for supporting it and seeing through its implementation," Isberto added.

"People, especially tourists, always bring their smartphones or tablets with them

wherever they go. What better way to provide important tourism, cultural and historical information than through these devices," said Max Limpag, co-founder of InnolPub Media.

The digital tourism program was first piloted in 2012 but is now being implemented nationally. The program was recently recognized with an Anvil Award.

Tracking service firm stays ahead
M2M solution

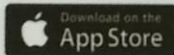


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National ... Virgilio S. A ... io

NCC Chairwoman





Thank you!

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