"3cixty…live the city from a 360° perspective"

Apps and services are being developed on the 3cixty platform with the aim of providing visitors to the Universal **Expo Milano 2015**, as well as everybody else living in or visiting Milan, with a **"smart city experience".**


The 3cixty platform supports the development of (mobile or web-based) applications that exploit a comprehensive urban knowledge base in innovative ways, offering a **"360-degree view" of a city.**

Apps using the platform will enable people to instantaneously access rich and combined information about a city from wherever they are, as it had never been possible before. For example, a city visitor will be able to look in Milan for a 3-star hotel near a car sharing station or a restaurant that he has never been to before but at least one of his friends liked and that is not noisy.
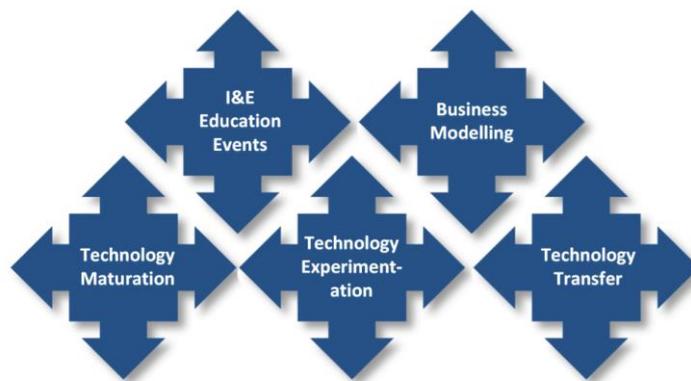
The **suite of services** offered to app developers by the 3cixty platform incudes: tools for semantic data integration; a service for executing mixed-domain queries like the examples just given; a "parallel exploration" graphical user interface that enables users to view the results of multiple interrelated queries of this sort at the same time; services for mobility profiling, social network mining, and crowdsourcing.
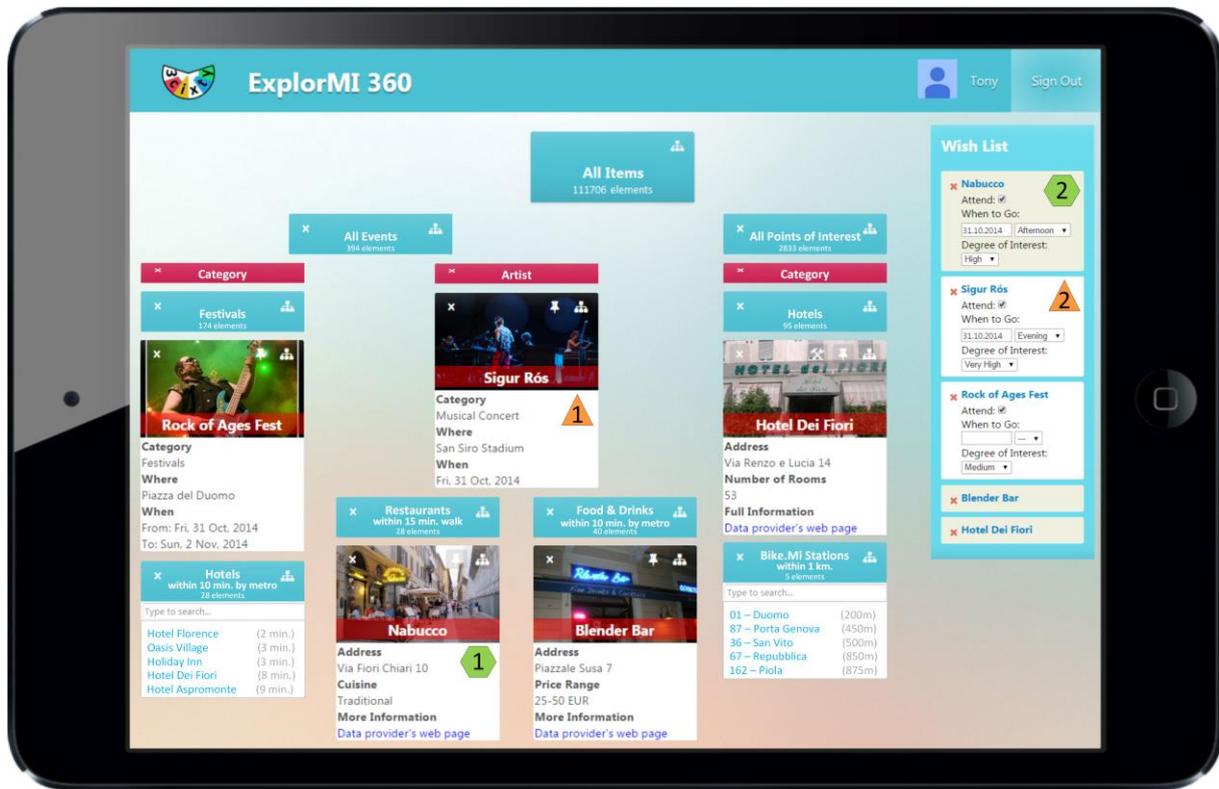
The 3cixty services are being made available in October and November of 2014 for a **Students Apps Challenge,** which will include several categories of entries, ranging from implemented apps that use one or more of the 3cixty services to design ideas for novel and ambitious 3cixty apps.

The added value of these services is being showcased in the **application "ExplorMI 360",** which has a web-based and a smartphone component and which will be extended in early 2015 to include content specific to Milan's EXPO 2015.

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