



World Tourism Organization (UNWTO)
c/ Capitán Haya 42
28020 Madrid

Madrid, October 29, 2014

Dear Sirs,

BT Spain is pleased to inform you that we have been collaborating with the Knowdle Foundation & Research Institute since its inception and we frequently take part in their activities, so we are well aware of their competence, skills and know how. Therefore, we endorse the Knowdle Foundation & Research Institute project's application to UNWTO 2014 Awards:

BUAALA4Tourists: An Application For Media, Tourism & Health of a Big Data Optimizer Engine (Collective Intelligence Based) at WATSON over a FI-WARE Platform.

It is a novel application to the Tourism Industry of relevant technologies -now and in the foreseeable future- that allows semantic customization, not only of the user profiles, but also of the products and services offerings, both of a local and global nature, through the use of artificial intelligence and collective intelligence models developed by the aforementioned Foundation. This application leverages the technological platform that BT Spain currently offers its clients.

In summary, we consider the project is perfectly adequate for the UNWTO 2014 Awards and we strongly support it.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jacinto Cavestany', written over a light blue circular stamp.

Jacinto Cavestany
CEO BT Spain

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