

CAA-Quebec Launches an Added-Value Online Trip Planner Developed by multiple-media.com

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Press release from: [multiple-media.com](#)

multiple-media.com is proud to announce that CAA-Quebec has just added to its website an all-new trip planner - [planificateurdevoyage.caaquebec.com/caa-ttp/](#) (French only) based on a user-friendly application developed by the Montreal web agency. This tool offers travelers a wealth of relevant information as well as exclusive information about CAA-Quebec partners, and it allows [caaquebec.com](#) visitors to access added-value travel routes for Canada and the United States with indications in French, as well as interactive maps posting the precise location of CAA Quebec's many partners.

CAA-Quebec's new trip planner is a technical feat that required the development of a highly sophisticated module for MMCM-Geo, multiple-media.com's geolocation application. The function of the new module is to process, in real-time, a continuous stream of data and maps from the well-known AAA's Web services and online applications. (Note: CAA-Quebec's new trip planner has been developed for CAA Quebec's French-speaking members. A different version, which does not contain the information about CAA-Quebec's partners, is available for English-speaking members.)

Programmed in less than a year through an intensive use of Java and Ajax technologies, the CAA-Quebec trip planner takes only a fraction of a second to produce an itinerary between two points—and more if the user wishes to take a specific route. This user-friendly tool—which is for the general public, rather than for members only—can also generate interactive maps offering an abundance of useful information, from recommended garages to restaurants, accommodation, CAA-Quebec dollar partners, and even tourist attractions.

“It was very important that CAA-Quebec be able to leverage the incredible mapping work carried out by the AAA and combine it with information from its own databases. This led us to develop a particularly audacious technical architecture, said Renato Cudicio, president of multiple-media.com. Encouraged by the active involvement implication of the CAA-Quebec team, we were able to push back the limits of our application: as a result, MMCM Geo, originally used for IP address geolocation, can now also process data generated by geolocation tools, as is the case here.”

The way MMCM-Geo has been used with CAA-Quebec's trip planner offers a perfect demonstration of the potential of using the DWR Java library together with the Castor framework in a Web Services environment. MMCM-Geo has also been implemented in the portal of a company like Canada Brokerlink, where it seamlessly redirects users towards sites with content that is localized according to where they live and what they need.

MMCM

MMCM-Geo is one of the five applications within multiple-media.com's MMCM web content management suite which includes MMCM-CMS (online content), MMCM-Blog, MMCM-Postal (email campaigns) and MMCM-CRM (client relationships). Offered only in SaaS mode, MMCM stands out for its reliability, low total cost of ownership (TCO) and robust corporate data protection system.

CAA-Quebec

CAA-Quebec is a not-for-profit organization that seeks to provide each of its members and customers with security and peace of mind by offering very high quality automotive, travel, residential and financial services and products. CAA-Quebec recently announced it has over one million members, which is almost one Quebecer out of seven.

multiple-media.com

multiple-media.com offers integrated Web strategy, content and application development services, and differentiates itself, since its creation in 1997, through the higher quality of its client services, the reliability of its solutions, and the excellence of its productions, which efficiently integrate blend communication and technologies. The Montreal agency has developed several Web applications, including MMCM, a powerful proprietary CMS that allows non-technical users to securely build

and maintain multilingual websites and portals in real time.

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