Creators of mobile digital visitor experiences & location-based storytelling. Heritage | Interpretation | Education | Tourism

Heritage & Interpretative apps

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Interpretation:

The art of helping people explore and appreciate our world

Consider this from Tilden:

"Any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile."

"through interpretation understanding, through understanding appreciation, through appreciation, protection."

Provoke – *spark interest*

Relate – *examples that relate to everyday life*

Reveal – *the key point of the interpretation*

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Native apps	Web apps
Pros - Full access to device functionality - UI optimised for functionality - Data lives on device - Access to market (revenue)	**Pros** - HTML5 - Single platform
Cons - Platform specific languages - Security risk?	**Cons** - Requires internet connection - Limited to web protocols - No payment model

Hybrid apps too

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Welcome to Clay Cross

Posted on January 16th, by admin in Audio Trails, Bluetooth, Case Study, Heritage apps, QR/NFC. 1 Comment

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Norwich Heritage app – unlocking the city

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LATEST APP VIDEO – NORWICH: HERITAGE CITY

Digital | Heritage | Interpretation | Education | Tourism

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Caerphilly CBC: AR Butterfly catching game

View this short demo video here:
http://youtu.be/TUM9QLU0kac

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WELCOME TO ›

GPS-triggered, multimedia visitor information at your fingertips

The **Welcome to** series of apps opens up a world of discovery.

Points of Interest (POI's) are bought to life with audio, text, images and video.

Why not download your free visitor guide to a growing range of fantastic trails, villages, towns and even whole counties?

To see the full list of apps currently available visit:
www.audiotrails.co.uk/appstore

WELCOME TO ›
Clay Cross

WELCOME TO
CLAY CROSS
HISTORIC MINING TOWN

Brought to you by www.audiotrails.co.uk
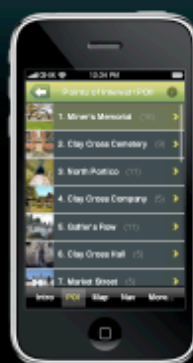
Available on the **App Store**

ALSO AVAILABLE FOR

ɑndroid   **symbian**   **BlackBerry**

Norwich: Heritage City app

View this short demo video here:
www.audiotrails.co.uk/what-we-do/heritage-apps
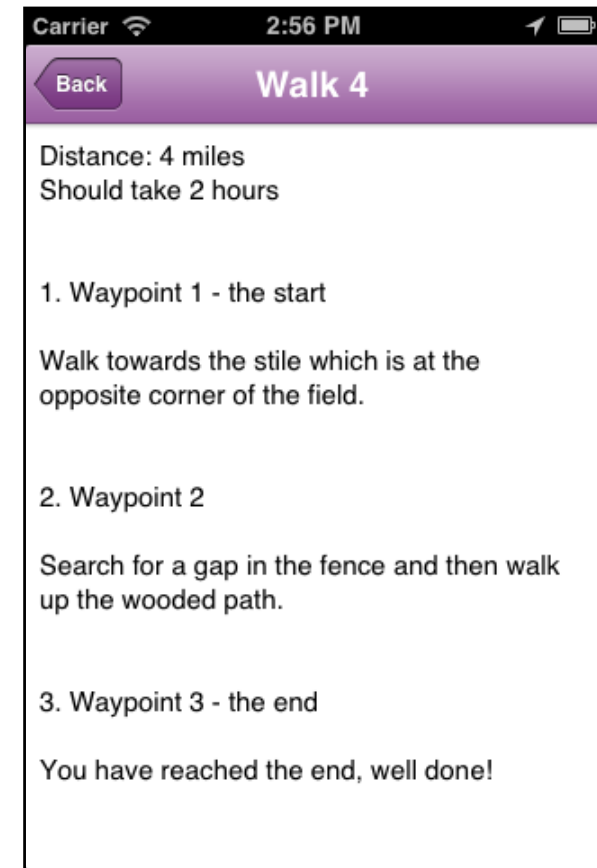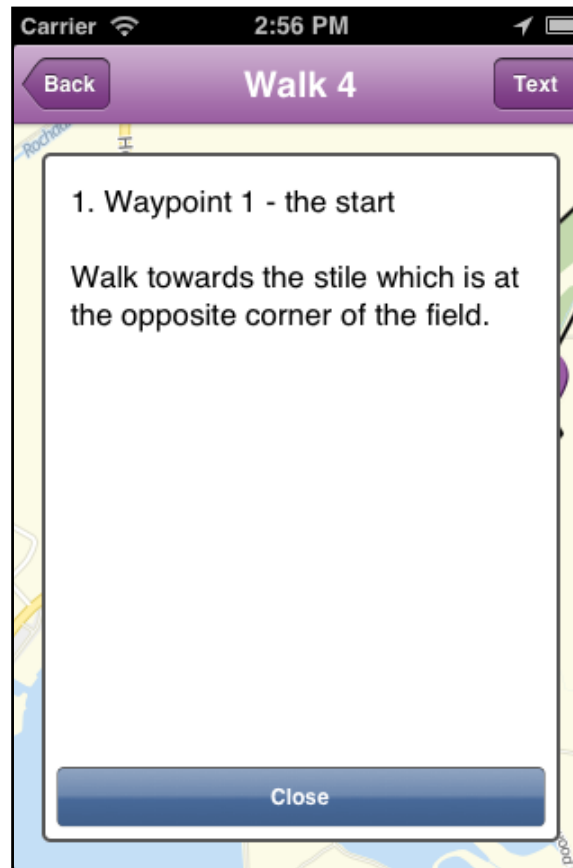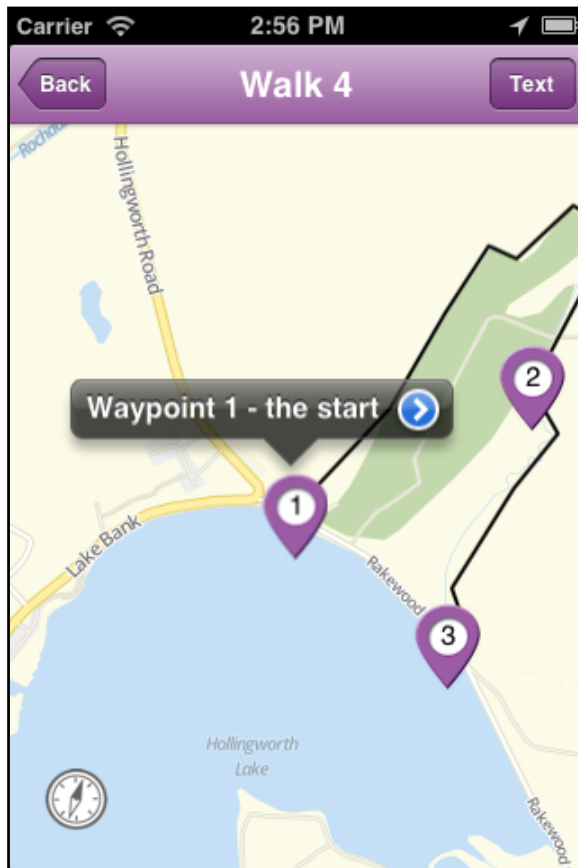
Norwich: Heritage City app

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Caerphilly CBC: Image fader plugin
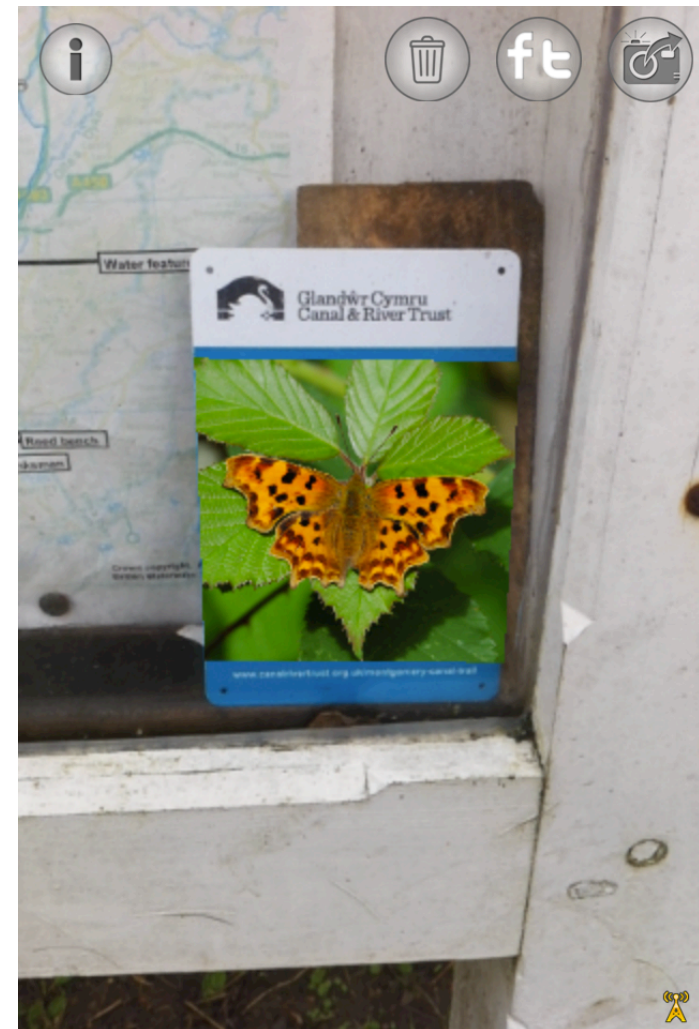

View this short demo video here:

http://youtu.be/Q_B1N-2Kovs

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Functionality - trails

QR, NFC & AR triggering

Montgomery Canal smartphone trail

Games

Non GPS/Indoor triggering of content
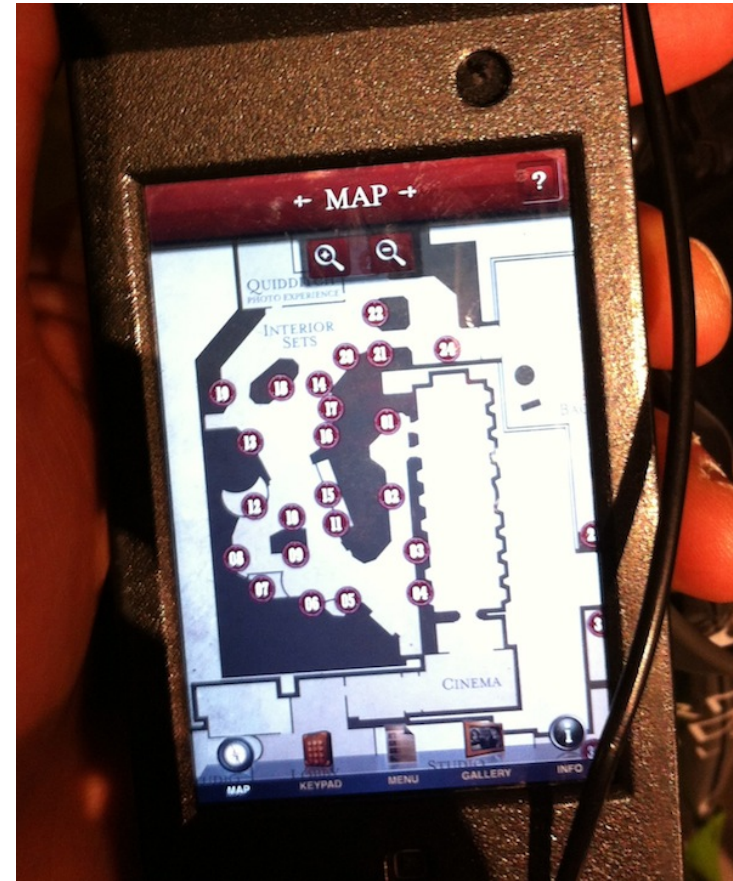
Add keypad/search function and interactive floor

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SCVNGR for Business   FAQ   Contact   Log In

Enter an address

SCVNGR is a game about doing challenges at places.

Lisa M. did 'Tin Foil Origami' @Bostonian Burrito

Enterprises: Build on SCVNGR

Join the 1000+ institutions in 20 countries who are already building on SCVNGR.

Learn more about **building on SCVNGR**

play on **iPhone**

play on **Android**

+ Learn more about playing via sms and other platforms!

Discover and share great places with friends.

Over 30 million people use Foursquare to make the most of where they are. Discover and learn about great places nearby, search for what you're craving, and get deals and tips along the way. Best of all, Foursquare is personalized. With every check-in, we get even better at recommending places for you to try.

f Sign up with Facebook   or **Sign up with Email**

Get the app

Available on the App Store   ANDROID APP ON Google play   BlackBerry App World

Also on WebOS, Symbian, Series 40 and Meego, and Windows Phone.

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all AT&T LTE   13:25   76%

Best Nearby
SoHo, New York

Broadway-Lafayette St

Happening Nearby

The Dutch is trending!
9.5 American 0.3 mi 11

Circolo is new in the neighborhood
7.1 Italian 0.3 mi

Recommendations for SoHo

Lupa Osteria Romana
9.4 Italian 0.3 mi $$$$ 2
4 friends have been here

Spring Street Natural
8.8 Vegetarian / Vegan 0.1 mi $$$$ 6
2 friends liked this place

Friends   Explore   Sam

Questions

Scenarios:
- What would you do to ensure the app captures the imagination of the audience and stands out from the crowd?
- How would you publicise the app?
- How would you evaluate the apps success against your objectives?
- Give your app a name

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