

MOBILE PLATFORM FOR BOTANICAL GARDENS



Summary

Connect visitors with existing digital resources by putting pictures, audio tours, videos, and stories into their hands.



Unexplored content



Content publishing interface

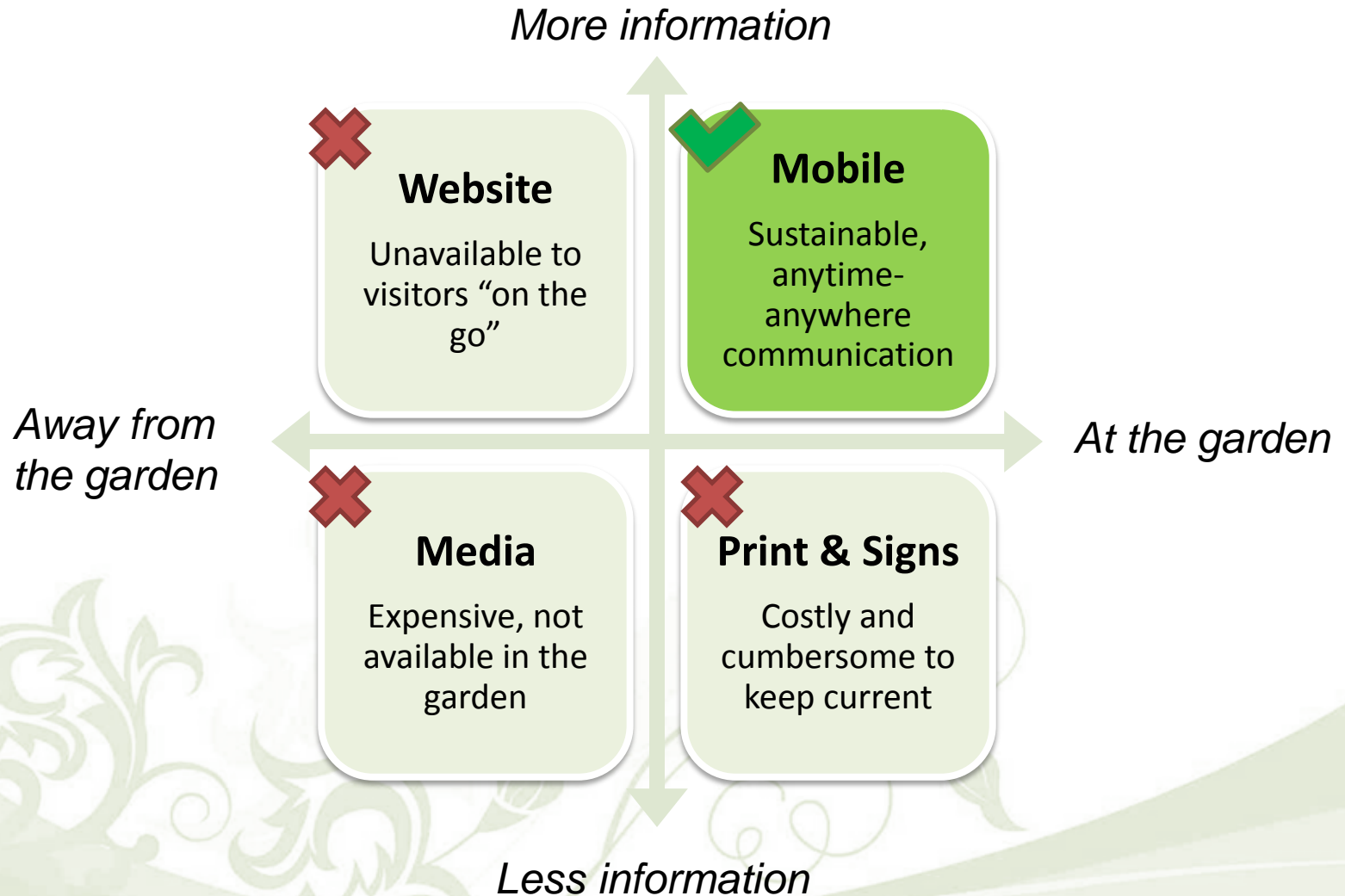


Multi-platform mobile delivery



Engaged visitors and improved economics

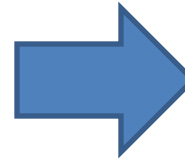
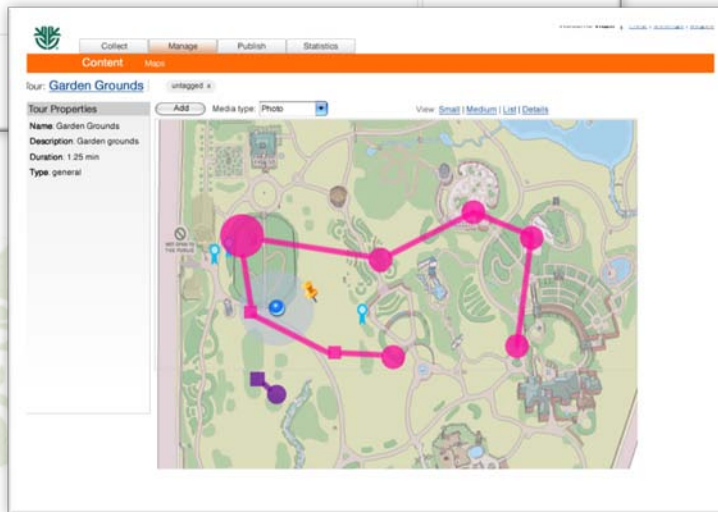
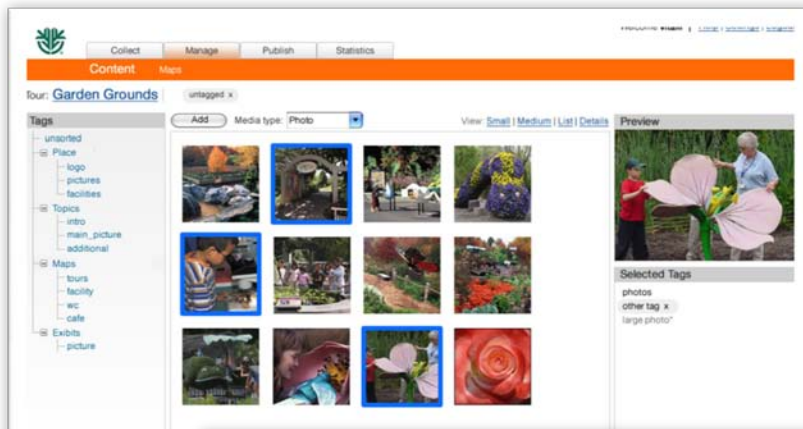
Mobile platform connects visitors with rich digital resources for engagement and education



Avoid additional digitization or content production costs: use existing assets, annotate, and deliver instantly



Link content to stories, maps, or create media galleries to enrich visitor experience



Create benefits for the visitor and for the garden

For the visitor

- Convenience
- Personalization
- Engagement

For the garden

- Communication channel
- Technological leadership
- Improved economics



BENEFITS FOR THE VISITOR



Enjoy rich digital content



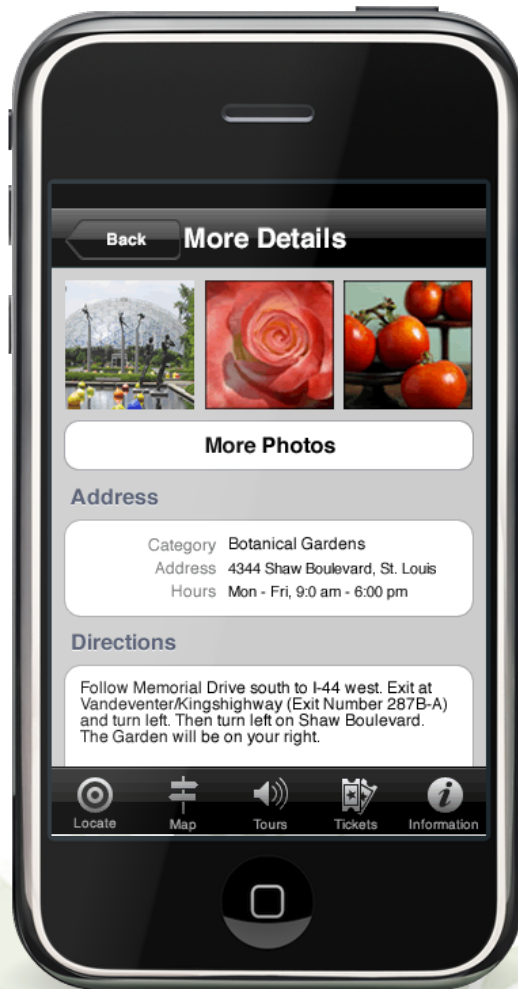
- Follow an audio tour or explore on your own
- Access informative text about plants
- Watch videos about locations, topics, and projects
- View photographs, artwork, and other images

Navigate with easy-to-use interface



- Browse digital resources by lists, points on a map or search
- Zoom-in/out on garden map
- Use audio/video controls for pause, stop, fast forward, etc.

Find helpful information

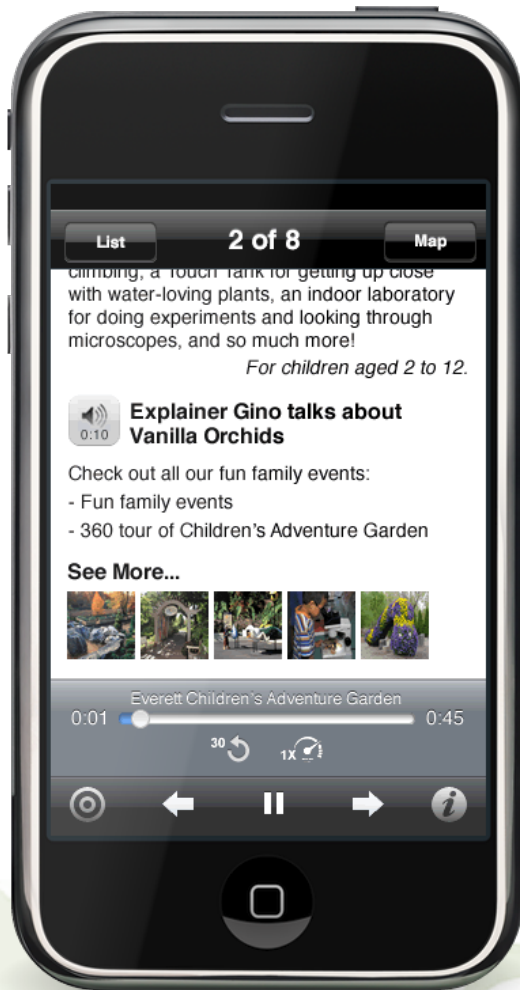


- Purchase convenient e-Tickets
- Locate visitor facilities
- View exhibit schedule
- Learn about continuing education offerings
- Become a member
- Read institutional information about the garden

BENEFITS FOR THE GARDEN

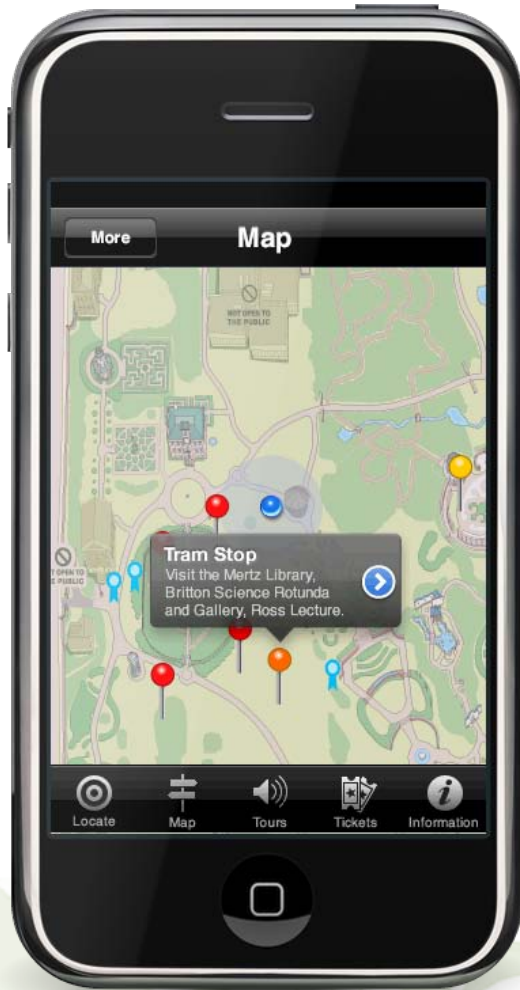


Expose rich digital resources



- Expose rich digital resources– from text to images and audio/video
- Go beyond traditional tours
- Use existing content - simplify curatorial process
- Provide educational information

Help visitors navigate



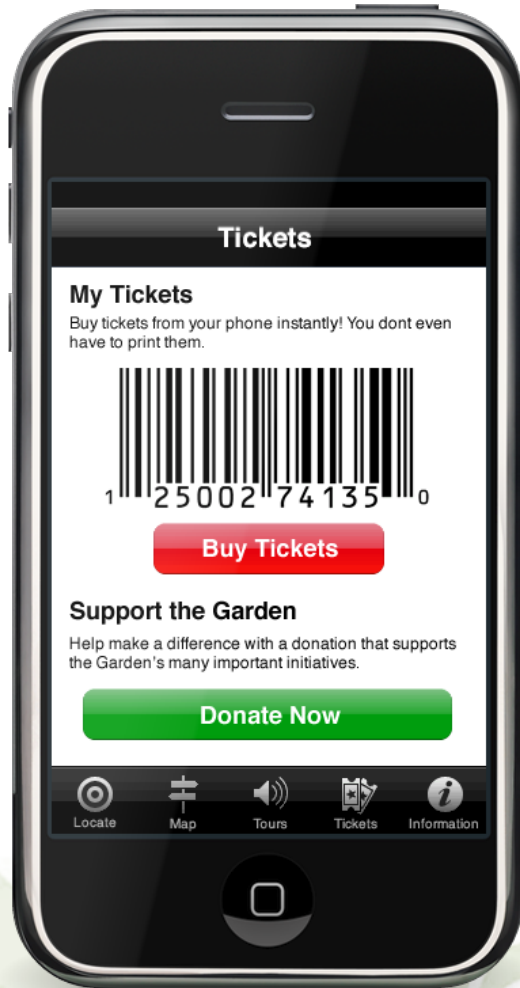
- Provide visitor's location with GPS
- Access wirelessly anytime, anywhere
- Provide multiple languages
- Convenience of personal phone and headphones

Develop sustainable communication channel



- Follow visitors year-round
- Help foreign visitors with multi-lingual content
- Appeal to “millennial” generation and kids
- Understand visitors - collect demographics and marketing data

Improve economics



- Generate revenue from premium content, donations, memberships, e-ticket sales, and grants
- Reclaim \$ and staff from traditional audio-tours and print material development
- Save on signage costs