

## DIGITAL TRAILS

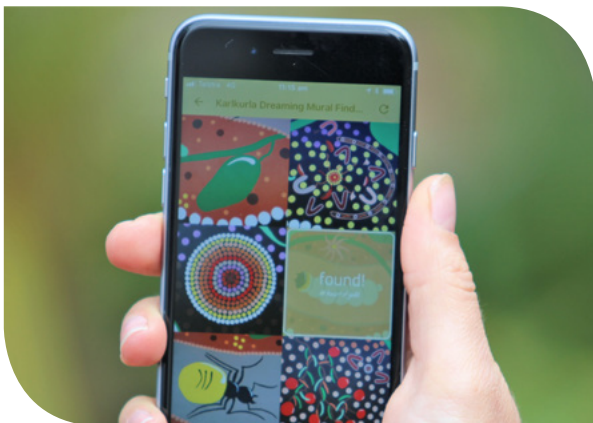
Tagging rich digital content to the real world



**Nature Play WA can help local governments reinvent site interpretation with rich, interactive digital content that engages residents, activates spaces, and attracts visitors.**

Interactive digital trails are a great way of sharing the natural assets, and cultural and heritage stories that make your local government area unique. Augmented reality, digital treasure hunts, 360° clickable point of interest panoramas, and more, can be incorporated to tell these stories in a fun, interactive way that appeals to all ages.

Digital content is tagged in the real world with GPS coordinates, and Bluetooth beacon technology can be incorporated to create check-in points to unlock additional content, digital stamps and other fun features along your trail.



Trails are hosted on The Nature Play WA app which has:

- special features including augmented reality, before/after sliders, quizzes, word searches, 360° interactive images and many more;
- iphone, iPad and Android compatibility;
- offline capability (pre-download content and access it without internet);
- location-based content delivery;
- embedded interactive maps, PDFs and webpages;
- push notification and 'favourites' functionality;
- social media integration; and,
- multi-language support.

Utilise our expertise in advocacy and story-telling to guide you through the process of creating compelling content of your own, or engage our services to do this on your behalf.

**Contact us today and start transforming the way residents and visitors connect with the history, cultural, built and natural environment that makes your area so special.**



SUPPORTED BY



Department of  
Local Government, Sport  
and Cultural Industries

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