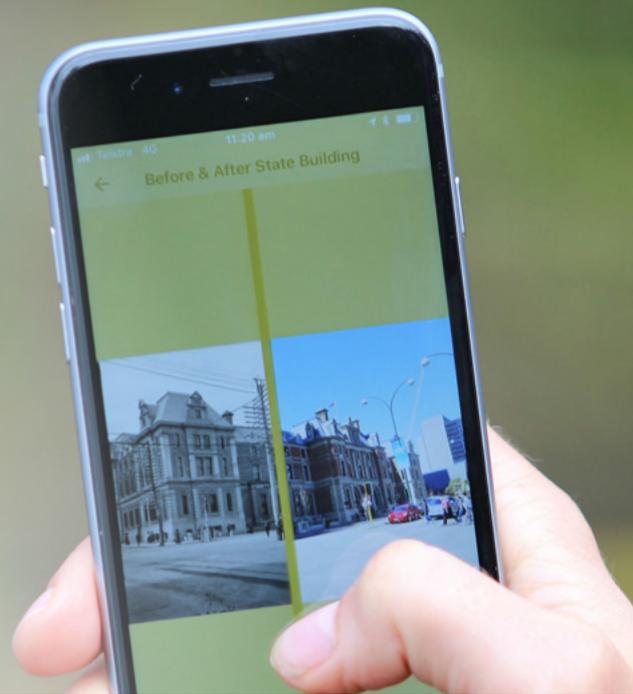


# OUTDOOR DISCOVERY APP CONSULTANCY

Right place, right time, right content



**Nature Play WA's mobile app consultancy helps local governments create dynamic outdoor discovery apps that connect rich digital content to places and spaces for their residents and visitors.**

Outdoor discovery apps are a great way of engaging residents and visitors with the natural, cultural, and heritage assets in your local government area. With Nature Play WA's help you can share what makes your area unique through interactive walk trails, augmented reality, digital treasure hunts, Bluetooth beacon technology, and more.

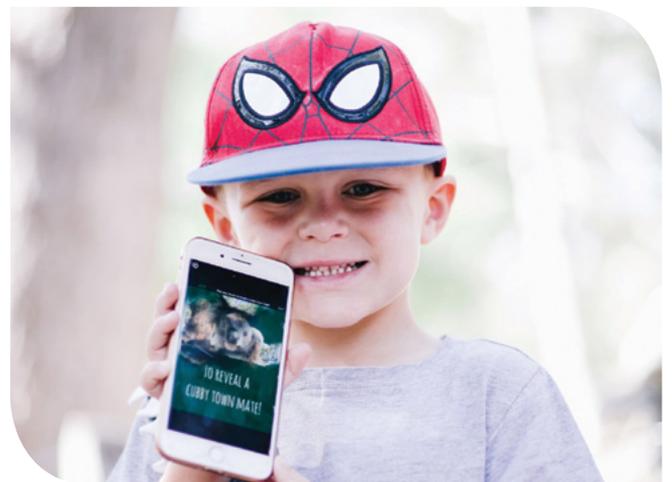
Nature Play WA uses a subscription-based app platform that allows us to deliver quality, future-proofed, outdoor apps to a firm budget and timeline. Our experience in the field, our relationship with the software developers, and our expertise in advocacy and story-telling allow us to guide you through the process of delivering a compelling app without the uncertainties of creating something from scratch.

At a fraction of the price you would pay for a bespoke app, we can help you build a highly interactive, customised app with:

- set cost and delivery timeline;
- functionality you can test before you build; and,
- constantly updated software to keep your app at the front of the technology curve.

Your app will support multiple media types (text, audio, video, images and .GIF's) and have the following key functionality:

- 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 notifications and alerts;
- social media integration, including a framed selfie-camera that lets you brand images for sharing;
- multi-language support; and,
- awesome special features including augmented reality, before/after sliders, quizzes, word searches, 360° interactive images and many more.



There is a standard annual subscription fee that covers the cost of all software updates, with no hidden levies or nasty surprises. We can also be engaged to create the content on your behalf.

**Contact us today to discuss how we can help you transform site interpretation, activate new or existing trails, and support an active, vibrant and more connected community with an outdoor discovery app.**

SUPPORTED BY



Department of  
Local Government, Sport  
and Cultural Industries

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