

Their smartphone, your content



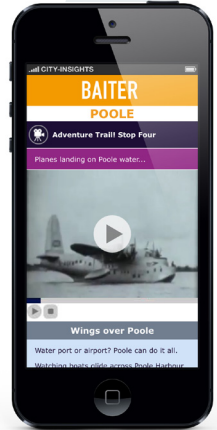
Digital Trail Toolkit

Portable multimedia can hugely enhance the visitor offer at a cultural or heritage site.

Many organisations are seeking a cost-effective, low-risk entry into the world of mobile coms. Our proven Multimedia Trail Toolkit is the answer, making it simple to convert your resources of knowledge, archive and insight into a rich digital trail that works on any smart device.

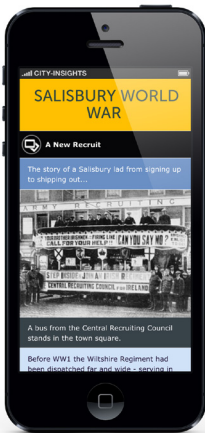
Triggered by signage or print, the web-based platform delivers high-quality information direct to the smartphone browser. It could be an expert giving the back story to a key exhibit, a slideshow of archive images showing the same view over time, or a demonstration of how an antique tool or instrument was used.

Our Content Management System (CMS) makes it easy for you to edit and add to trails as ideas evolve, or create temporary trails to support special events or seasonal activities. The Toolkit is being constantly upgraded and improved, ensuring your mobile comms is always up to date.



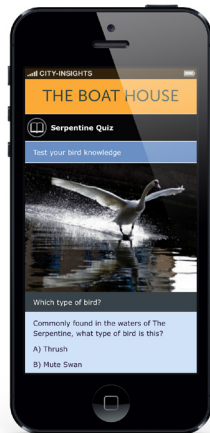
1

Show archive film in the locations where it has the biggest impact.



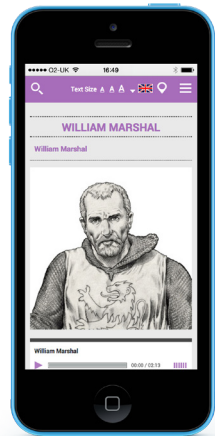
2

Create innovative trails to bring history to life.



3

Create fun quizzes and treasure hunts for younger visitors



4

Post downloadable pages with in-depth coverage of key themes.

Delivering the City-Insights Multimedia Trail Digital Toolkit is easy to do in two stages.

1 Stage 1 - Setup

Client meeting followed by creation of framework for the visitor-facing information.

Typically covers:

- ▶ Understanding your visitors' needs
- ▶ Identifying trails and stories
- ▶ Gathering existing multimedia
- ▶ Setting up URL and hosting
- ▶ Creating branded artwork for signage
- ▶ Building your empty Trails in your branding and colours

2 Stage 2 - Content Development

Site visit and liaison with client team to gather information for the Trails. Typically covers:

- ▶ Designing and scripting Trail pages
- ▶ Creating navigation around your site
- ▶ Editing and uploading films and audios
- ▶ Arranging translation (if multilingual site is needed)
- ▶ Creating advance notifications of future special events
- ▶ Training you how to edit and extend content

What this Toolkit does for you:

- ▶ Provides low-cost, low risk way to create Trails
- ▶ Avoids need to lease any hardware
- ▶ Allows engagement of diverse audiences
- ▶ Gives you control of content and updates
- ▶ Works with any existing or future smart device



For more information on the City-Insights Digital Trail Toolkit contact:

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