Engaging Youth with the Outdoors in a Digital Age

NORC 2019
Agents of Discovery

• A new approach to interpretation and storytelling
Augmented Reality: By "augmenting" reality, we can teach children more about what they are seeing and how to see it.

In its first day, 6 million copies of Pokémon GO were downloaded in the US, New Zealand, and Australia.

42% of kids under the age of 8 have their own devices. (Common Sense Media)

Harry Potter: Wizards Unite will bring heightened attention to the possibilities of AR gaming.

Virtual reality and augmented reality device sales are predicted to reach $11.9B by 2021.
Using augmented reality, package your content in an effective mobile game that makes learning active and fun. Create and publish your own location-based Missions on your interpretive themes. Engage youth through a variety of educational Challenges based on your own content and site.
Access the Library

• Easy to access

• Access the Encyclopedia of Life

• Different Challenge types provide flexibility for delivering content in the way that is most effective for your educational goals

• Easily access thousands of learning resources OR create your own Challenges based off of your interpretive learning!
Play your Mission on the App

Instantly publish your Mission to the Agents of Discovery app.
- Once a Mission is published, users can instantly play the Mission from their phones!

No Wi-Fi? No problem!
- Agents of Discovery is committed to ensuring players have fun on the go, regardless of your mobile connectivity.
6 Key Factors to Successful Promotion

Website
Social Media
WiFi Landing Page (if applicable)
Knowledgeable Staff
Signage/Cut-Outs
Prizes/Badges
Aramark views AR gaming as an important tool for 21st-century interpretation and storytelling

- Visitor access to interpretative elements, both static and dynamic
- Wi-Fi connectivity pros and cons
- The young visitor – the future caretaker of our Parks and natural resources
- Using storytelling through AR, to educate and positively impact the visitor experience
FREE WI-FI
Select “Oh, Ranger! Wi-Fi” Network
American Park Network

Wi-Fi can deliver, among other things, a new type of interpretation

- What Wi-Fi is Not

- What Wi-Fi is and How it Helps Tell Better Stories!
**WHY WI-FI?**

**90%**
Tablets are Wi-Fi only

**60%**
Can’t do without High Speed Internet for 24 hrs. &

**30%**
Can’t do without High Speed Internet for 1 hour!

“IF WE DON’T PROVIDE THE OPPORTUNITY TO CONNECT WIRELESSLY, THEY PROBABLY WON’T COME.”
— JON JARVIS, NPS DIRECTOR

**75%**
Smartphone users rely on Wi-Fi for their data

**FREE PUBLIC WI-FI**

#1 MOST DESIRED AMENITY EXPECTED BY PARK VISITORS

- Generate sponsorship revenue
- Research/survey platform
- Custom-tailored landing pages

- Promote park/community events
- Link to non-profit partners
- Contests to engage visitors

- Digital distribution of park maps/information (reduce printing costs)
- Park management tool (e.g. track maintenance, assess visitor needs)
- Automated visitor usage data
- Access for underserved communities
“WITH DATA COLLECTION, THE SOONER THE BETTER’ IS ALWAYS THE BEST ANSWER.”
— MARISSA MAYER, YAHOO! CEO

Systems include automated, real-time visitor analytics. Replace expensive traffic surveys with instant information. Comprehensive, anonymous user data allows you to more effectively manage your operations and enhance visitor services. The included data also provides a great budgeting tool, whether for capital improvements or ongoing operations.
DEMO MISSION

Now it’s time to try your own AR experience
Questions?

Mary Clark
CEO, Agents of Discovery
mclark@agentsofdiscovery.com

Call us at 1 (855) 564 7328