





INTRODUCTIONS







A Tour of Today's Conversation

- Introduction to Driftscape
- Understanding your goals
- Discussion of our discovery platform
 - Visitor engagement
 - Build Awareness





































Check All That Apply:

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- "What is there to do here?"
- Instant Updates
- Augment Visitors Centre
- Help locals explore their backyard
- Stay top of mind

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Help visitors find their way around

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- ☐ Tell stories of local history and sites
- Engage Visitors
- "Go Digital"
- Reduce printed materials
- Promote local businesses
- ☐ Gain insights about visitors

Why driftscape™



You've found a quest stop! Tap on the map marker.

Visitor Engagement





















The Villa, a typical Alessian square based construction, was built in 1678 as the summer home for the Durazzo family and was given up to the Centurione princes in 1821. In the XIX century the house underwent various changes and the garden was made more refined with fountains and neoclassical marble statues. In 1892, for the Columbian Celebrations, the villa was temporarily transformed into Grand Hotel. Many famous people stayed there, as the Prince of Wied and The Queen of Italy. In 1919 the property was bought by Alfredo Chierichetti, to whom the final work on the garden is owed, with the addition of exotic plants, cobbled paths, statues and flower

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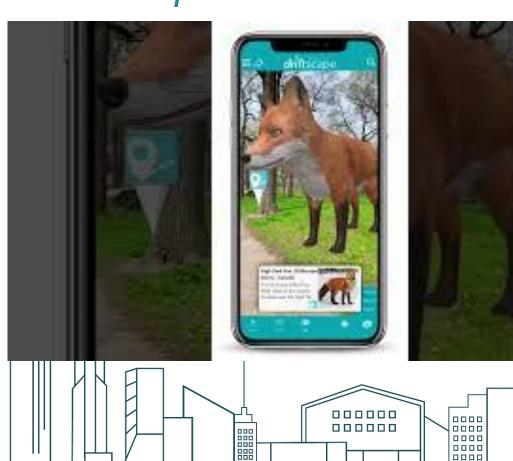




Visitor Engagement - Tour Autoplay









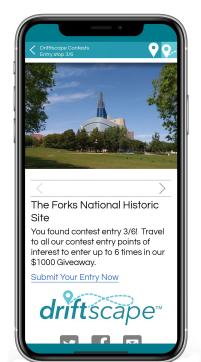


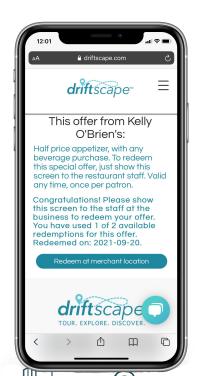
Visitor Engagement - Augmented Reality

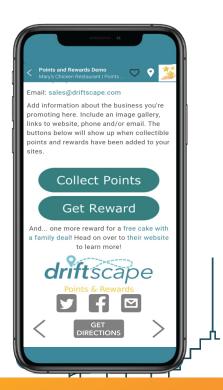












Visitor Engagement - Gamify Experiences















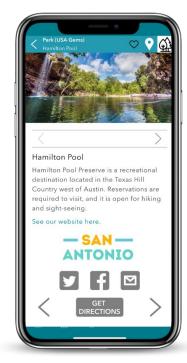




Build Awareness - Opt in Notifications

















Binet House History & culture 🛱 Recreation ₩ildlife & landscape Open seasonally from mid-May to September. Admission required.

Yukon - Silver Trail

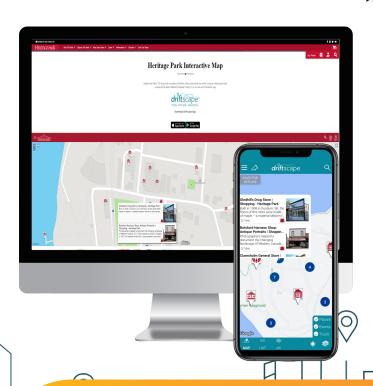
Build Awareness - Content Linking







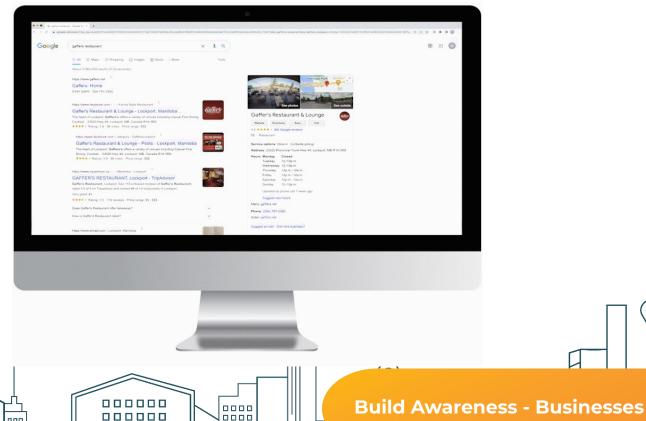








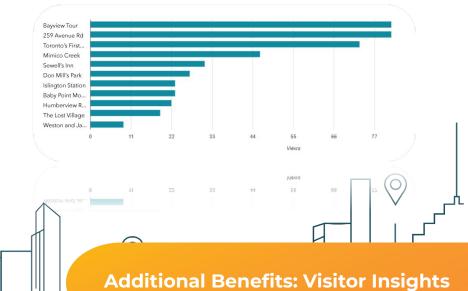








| FSA | Count ▼ | Avg Distance | | | | | | |
|-----|---------|--------------|-----|----|------|-----|----|------|
| M6P | 35 | 7.4 | M5J | 20 | 13.0 | N2M | 12 | 82.8 |
| M4Y | 34 | 13.2 | M2N | 18 | 17.3 | M6C | 12 | 10.5 |
| M6G | 30 | 10.2 | M4K | 18 | 15.7 | M4S | 12 | 14.1 |
| M5V | 30 | 11.2 | M6R | 18 | 7.4 | M8V | 11 | 4.9 |
| M5A | 26 | 14.1 | M4L | 17 | 18.5 | M4W | 11 | 13.4 |
| M6J | 26 | 10.1 | M5S | 16 | 11.3 | M6E | 10 | 8.7 |
| М6Н | 23 | 8.7 | M4C | 15 | 19.1 | | | |
| M5T | 22 | 11.6 | M4M | 14 | 15.4 | | | |
| M5R | 21 | 11.6 | M3J | 13 | 13.4 | | | |
| M6K | 20 | 8.5 | M5G | 13 | 12.6 | | | |
| M4J | 20 | 17.6 | M2M | 13 | 18.9 | | | |







Driftscape Demonstration





How much does driftscape cost?

Always included:

- 1 branded layer (EX: Tecumseh BIA)
- Interactive map (Driftscape for web)
- Augmented reality
- Tour Autoplay
- Location aware notifications
- Visitor Analytics
- Offline Mode

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- Unlimited deeplinks
- Trip Itineraries & Favourites

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Password protected content Contests and Trivia

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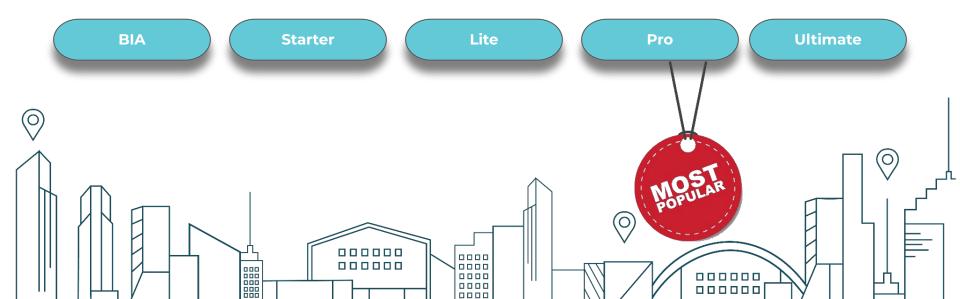
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• Onboarding services + Co-marketing collaterals

How much does driftscape™ cost?



What is Content Buddy?



Looking for something "outside" of the box?

All plans can be customized to meet your needs!

| driftscape | BIA ₩ \$2,048/year | Starter \$3,588/year | |
|-----------------------------|---------------------------|--------------------------|--|
| annescape | 3D Object Setup Fee: N/A | 3D Object Setup Fee: N/A | |
| Content Buddy (Optional) | \$2,625 | \$2,625 | |
| Custom Layers | - | - | |
| Points on the Map | 10 | 40 | |
| Content Promotion | - | - | |
| Quest | - | 1 | |
| Opt-In Notifications | 6 | 6 | |
| 3D Experiences | - | - | |
| Points and Rewards | - | - | |
| Automated Business Listings | 75 | - | |

What is Content Buddy?



Looking for something "outside" of the box?

All plans can be customized to meet your needs!

| | driftscape | Starter \$3,588/year | Lite * \$6,958/year | |
|---|--------------------------|--------------------------|--------------------------------|--|
| | amescape | 3D Object Setup Fee: N/A | 3D Experience Setup Fee: \$900 | |
| | Content Buddy (Optional) | \$2,625 | Free on 2 year plan | |
| | Custom Layers | - | 2 | |
| | Points on the Map | 40 | 65 | |
| \ | Content Promotion | - | 1 | |
| | Quest | 1 | 1 | |
| | Opt-In Notifications | 6 | 10 | |
| | 3D Experiences | - | 3 | |
| | Points and Rewards | - | - | |
| | | | | |

What is Content Buddy?



Looking for something "outside" of the box?

All plans can be customized to meet your needs!

| | Most | | | | |
|--------------------------|--------------------------------|----------------------------------|--|--|--|
| driftscape | Lite \$6,958/year | Pro \$8,658/year | | | |
| annescape | 3D Experience Setup Fee: \$900 | 3D Experience Setup Fee: \$1,200 | | | |
| Content Buddy (Optional) | Free on 2 year plan | Free on 2 year plan | | | |
| Custom Layers | 2 | 4 | | | |
| Points on the Map | 65 | 80 | | | |
| Content Promotion | 1 | 1 | | | |
| Quest | 1 | 1 | | | |
| Opt-In Notifications | 10 | 12 | | | |
| 3D Experiences | 3 | 4 | | | |
| Points and Rewards | - | Included | | | |
| | | | | | |

| What is Content Buddy? | ariitscape |
|--|-----------------------------|
| Å | Content Buddy (Optional) |
| ,,,, | Custom Layers |
| | Points on the Map |
| MAY Y | Content Promotion |
| Looking for something "outside" of the | Quest |
| box? | Opt-In Notifications |
| All plans can be customized to | 3D Experiences |
| meet your needs! | Points and Rewards |
| | Coupons |
| | Microregion |
| | Automated Business Listings |

Popular Pro \$8,658/year 3D Experience Setup Fee: \$1,200

Pro

Most

3D Experience Setup Fee: \$1,500

Free on 2 year plan 4 80

12

4

Included

Free on 2 year plan 5 100 2

Ultimate

\$11,958/year

24 5

Included

Included

What is Content Buddy?



Looking for something "outside" of the box?

All plans can be customized to meet your needs!



Content Promotion

Quest

Opt-In Notifications

3D Experiences

Points and Rewards

Coupons

Microregion

Automated Business Listings

Most Pro Popular ? \$8,658/year 3D Experience Setup Fee: \$1,200

Ultimate \$11,958/year

3D Experience Setup Fee: \$1,500

Free on 2 year plan

24

| Content Buddy (Optional) | Free on |
|--------------------------|---------|
| Custom Layers | |
| Points on the Map | |

2 year plan 4

5 100

80

12

2

5

4 Included

Included

Included





Want

something

different? Let us know!

Professional Content Creation Services (34 Hours)

- 1 Audio Tour & 10 Points of Interest OR
- 25 Points of Interest OR
- 1 Trivia Hunt & 7 Points of Interest

Free on a 2 year plan (for Lite and above)
or
\$2,625 for BIA & Starter (or on a 1 year plan)





Thank you for joining!

We want to create a unique, interactive app experience for

Tecumseh BIA to showcase

