

## ***What's hot....***

Looking to involve your visitors in high quality interactive experiences using something they already carry?

Visitors' to various parts of New Zealand are now able to engage with the stories of that place - using the latest cell phone technology.

Known as *i-space*<sup>™</sup>, the current process invites users to dial a predetermined number, enter a code, and instantly receive a high quality audio and story.

The final shape of the *i-space*<sup>™</sup> component is flexible depending on the clients needs. It can be 'driven' from small panels, collateral, or randomly accessed via Bluetooth. The use of *i-space*<sup>™</sup> can be paid for either by the user (normal cell phone rates apply) or hosted by the client.



Malcolm Anderson of Interpretation New Zealand says: "Sharing the stories of New Zealand in an innovative manner, and using something most people carry with them, is the way of the future. The process is web driven, with daily statistics available to clients on visitor use of individual stories".

Compared to traditional forms of engaging visitors (e.g. interpretation panels) the *i-space*<sup>™</sup> process is more cost effective, easily updated and evaluated, and highly portable.

Trials with various users have rated the experience highly - the combination of audio and story being variously described as "powerful" and "moving".

The *i-space*<sup>™</sup>, experience is a simple way in which everyday technology can be used to share a range of enchanting stories with visitors.

The *i-space*<sup>™</sup> process can be further extended to include the sharing of sound files, images, and video between a users circle of friends.

If you would like to hear a sample audio or find out more email [us here](#)



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*"Dry words and dry facts will not fire hearts" John Muir*