



# Stone Swallow Consulting

powering people and places with online collaboration and mobile learning

## *Guide, tour, game? - location-based mobile adventures*

*Link media to places and create experiences for anyone with a mobile phone.*

Are you interested in delivering an adventure for your clients that offers engagement and interest and is seen to be contemporary and innovative at the same time? Do you want new ways for visitors to experience your **town** and **tourist attractions** allowing their history and culture to become more visible? Are you an organisation that would like to offer visitors to your **museum**, **festival**, **national park** or **conference** a personal experience that can't be found in the average tourist guide booklet?

Then look no further. Location-based mobile adventures are the answer!

### *What are location-based mobile adventures?*

A new and exciting way for people to experience towns, events, collections, public institutions or locations that uses the GPS system inbuilt into many web-enabled mobile phones and a free application together to shape the mobile adventure. Through it, your town, event or organisation becomes more visible and accessible and people's experiences are made much more personal, interactive and exciting.

Your mobile adventure might be a **sight-seeing tour** of your locality where visitors walk around and are introduced to the various features. As they pass each feature a photo, a short video clip, an audio segment and other information appears on their phone. This could include a quiz or messages and rewards that keep the whole family engaged in the same tour.

It might be a **story with a twist** and the participants have to use the clues given on their phone, to help solve the mystery.



*iPhone screenshot of a location-based mobile adventure showing 'The Australasian' (current & past) at Goolwa, SA*

Or it could be a **secret trail** or an **adventure that is car based**, requiring them to drive to find the sites or clues.

You make the mobile adventure to suit your event or town and the age of your audience.

One thing is certain – your audience will be fully engaged. They will see themselves and interactive places on a map. They simply walk up to a place to activate it and see



*Interactive places on a map of a mobile adventure at Goolwa, SA*

whatever is inside (a video, photo, sound, text, task) answer a quiz, or check for messages and rewards.

They can upload a photo or note, which is automatically linked to their location and when finished playing, they can rate and comment on their experience.

Then, when they are in front of a computer they can play back the experience on the website and share it with friends.

What a wonderful way to promote and capture your town and its history, an exhibition or an event.

*Stone Swallow can design and direct your location-based mobile adventure.*

*We work alongside you to:*

- develop the mobile adventure concept for your situation
- organise and host the web-based technology you need
- design your mobile adventure, sourcing content, checking copyright and rigorously testing
- publish on an exclusive website and activate it ready for people to use

We can also deliver a professional development workshop to ensure that you or your team can continue to develop and publish other mobile adventures.

For more information please contact:

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