

Alice Springs Desert Park

VISITOR ENGAGEMENT APP

powered by



ProximityeLockers
Visitor engagement platform



Tuesday 20th April, 2021

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1.1 Opportunity

Alice Springs Desert Park has the opportunity to develop a Visitor Engagement App that leverages the extensive work undertaken by Specialist Apps working with leading Zoos, Wildlife Parks and public attractions across Australia and Asia. Taronga Zoo has invested over \$300,000 with Specialist Apps, Currumbin Wildlife Sanctuary over \$100,000 and the National Museum of Singapore over \$500,000. Specialist Apps CEO Geoff Elwood has worked closely with Tony Greendwoods on opportunities in Saudi Arabia and Teneriffe in Spain and we see the opportunity to work together again with Alice Springs Desert Park as a key strategic opportunity to continue this relationship, and to deliver a best of breed solution for the park, at a fraction of the normal cost of such an initiative.

The proposed App will have the following high level features:

- Provide a simple, automated way to deliver self guided audio tours to visitors to the park fully offline without requiring internet connection, and employing the very latest geofencing auto-triggering technology.
- Provide visitors with an interactive state of the art Map, tailor made and GeoReferenced specifically for the Park.
- Solve the obvious pain points of what's on, where is it, and how do I get to it.

By developing an IOS and android app to be used by visitors to the park which combines great design and functionality the Park can increase visitor engagement and encourage domestic increased dwell time/overnight visitation in the region.

Particulars of Goods / Service

- Cloud based Management and Tracking Platform
- Searching for events and/or activities at the Park
- Interactive offline accessible park map
- Provide auto-triggered, self guided audio tours leveraging existing tour content that can operate offline with no internet connection
- Way finding and routing
- Day planner – organizing an itinerary
- Social Media Sharing
- Conditional GeoFenced Alerts to push welcome messages, visitor surveys and more
- Ability for staff to create and maintain new tours
- The ability to extend the App over time with new features including the latest AR children's trails and more.

1.2 Introduction

Specialist Apps is at the forefront of developing visitor engagement Apps for Local Councils and Shires, Zoos, Aquariums, Botanic Gardens, Museums, Schools, Universities and Public /Tourist Attractions across Australia, Asia and Europe.

Specialist Apps has worked closely with major public attractions and local councils to develop a comprehensive suite of tools for engaging visitors via their mobile phones, tailored specifically to the needs of today's travellers.

We believe there is a perfect opportunity to leverage our know-how and experience to deliver a world class solution for The Alice Springs Desert Park.

Specialist Apps has recently developed Apps of a similar nature for Currumbin Wildlife Sanctuary, Taronga Zoo, Adelaide Zoo, Mid Murray Council, The Royal Botanic Gardens Sydney, Paronella Park, Cairns Skyrail, and The City of South Melbourne that all have similar components which can be leveraged directly, providing The Alice Springs Desert Park with development cost savings and fast tracking a path to success.

We have identified some obvious pain points, as well as immediate "quick wins" that can be achieved through the development of an The Alice Springs Desert Park Visitor Engagement App.

This solution will be aligned with The Alice Springs Desert Park brand philosophy to offer every guest a "green" experience by reducing / replacing paper based maps with the latest interactive digital maps, self guided tours and educational interpretation.

As stated above, we see The Alice Springs Desert Park as a key strategic opportunity and long term potential partner. This development represents a fantastic opportunity for Specialist Apps to join the dots with several other initiatives currently underway and there are some obvious opportunities for cross pollination.

1.3 Letter of Offer

Specialist Apps is pleased to confirm the following offer to The Alice Springs Desert Park, in
Nominated contact person

A handwritten signature in black ink, appearing to read 'Geoff Elwood', written in a cursive style.

Geoff Elwood
CEO
Specialist Apps Limited
Level 2, Riverside Quay
1 Southbank Boulevard
Southbank VIC 3006
Mobile: 0408 666 298
Email: geoff@specialistapps.com

1.4 Assumptions:

We have made some basic assumptions about the overall size and scale of the “base layer” of the Interactive Maps of the region, based on work undertaken with similar sized attractions and regions.

We are also assuming we can obtain copies of existing audio tour files for use in the self guided tours features.

1.5 COVID Safe Plan

Specialist Apps Australia Pty Ltd. has developed a coronavirus (COVID-19) safe plan to ensure that we continue to maintain a COVID safe workplace during Stage 4 restrictions and beyond. This supports our obligations under the Occupational Health and Safety Act (OHS Act) to protect the health, safety and wellbeing of our people by implementing safety measures that prevent further spread of COVID-19 in our workplace, or when conducting field-based activities.

Refer to the Specialist Apps Australia Covid Safe Plan.pdf attached as part of this response

1.6 Pricing schedule

Refer to Specialist Apps Pricebook for a detailed breakdown of costs associated with this proposal. (included below for reference).

Specialist Apps Price Book				
Alice Springs Desert Park Visitor Engagement App Development Costs				
		Unit Cost	Quantity	Total
Proximity eLockers content management setup and configuration (including training)*				\$8,000
Interactive Map Development including intelligent routing setup				\$8,000
Visitor Engagement App - iOS				\$30,000
Visitor Engagement App -Android				\$30,000
Offline content sync module for full operation without data / internet				FOC
Strategic Discount on App development for Alice Springs Desert Park				(\$40,000)
Curated Self Guided Tours Module				FOC
Part 1 - Core Components Total Cost				\$36,000
Annual Support and Maintenance for Visitor Engagement Apps for iOS and Android				\$5,400
Annual Amazon Cloud Hosting for content management platform (Proximity eLockers)				\$1,200
Part 2 - Total Annual Costs				\$6,600
Total Year 1 Costs including Support, Maintenance and Hosting				\$42,600
Optional Components:				
Augmented Reality Childrens Trail including setup and configuration				\$18,000
Location Based Treasure Hunt Game Module				\$15,000
Chinese Language Setup and implementation for Visitor Engagement Apps				\$6,000
On-Site Routing and Mapping Assistance (cost per day)		\$1,500	2	\$3,000
Assistance with content setup and configuration for local attractions and tours		\$1,500	2	\$3,000
GeoFenced Treasure Hunt / Badge Collection Game extension for Children based on up to 8 locations / badges including 3D Augmented Reality Characters				\$15,000
NOTE: All prices shown are in Australian Dollars and Exclusive of GST				

1.6.1 CONFIDENTIAL - Value for money:

As can be seen from the supplied pricing details, we have provided a strategic discount on the App Development costs, as well as providing the self guided / curated tours module free of charge and offline content sync modules. This represents a saving to Alice Springs Desert Park of \$60,000 on core development costs, and allows us to keep the total cost for the core components of the Visitor Engagement App development and setup (Part 1) to \$36,000 EX GST. Hosting and Support and Maintenance (Part 2) are costed as separate line items.

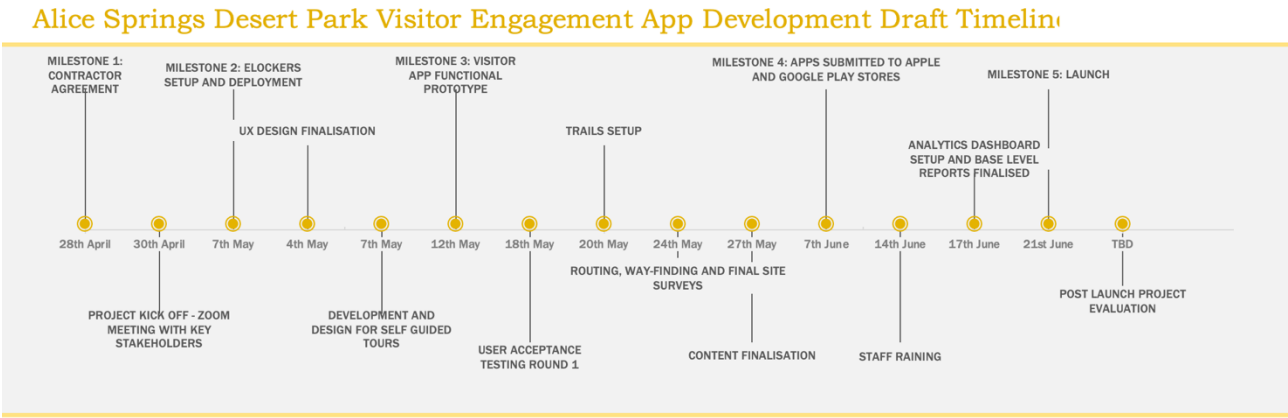
This does not include the items listed as “optional components” as detailed in the pricebook. The pricing listed for the optional Augmented Reality Treasure Hunt and AR Heritage Trail modules also represent significant savings for the Park. These modules were originally developed in conjunction with the National Museum of Singapore and the Skyrail in Cairns, both having spent more than \$100,000 in the process. Having developed these “engines” we are able to rapidly adapt them and offer them as additional modules to the Park for the prices shown.

All pricing is shown in Australian Dollars and is Exclusive of applicable GST.

Refer to the Implementation Timeline section (below) for a detailed list of key milestones and proposed timeline.

1.7 Implementation Timeline

The GANT chart below represents the proposed project implementation timeline



1.8 Suggested Milestones / Payment Schedule:

28 th April	Milestone 1: Project Kickoff – 30%
7 th May	Milestone 2: eLockers Setup – 20%
12 th May	Milestone 3: Functional Prototype – 30%
7 th June	Milestone 4: Apps submitted to Apple and Google – 20%
21 st June	Launch

1.9 Support and Maintenance Agreement – Part 2

Specialist Apps Pty Ltd has a team of support technicians and developers on hand to respond to any problems that may occur in the Proximity eLockers CMS, Customers SmartPhone Apps, Touch Screen Kiosk Apps and Smart Screen Apps.

Support for the Proximity eLockers CMS, Customers SmartPhone Apps, Touch Screen Kiosk Apps and Smart Screen Apps will be provided to approved users via the Specialist Apps Support web interface and by telephone.

Refer to the document “Specialist Apps Support Agreement.pdf” for an overview of the support and maintenance services offered as part of this contract. Also refer to “Specialist Apps Service Definitions.pdf” for details of the support levels and escalation processes provided.

1.10 Solution Overview

The focus of the Visitor Engagement App is to provide visitors with a state of the art, smartphone App that will guide them and inform them during their visit to Alice Springs Desert Park.

The Visitor Engagement App will provide relevant information regarding things to see and do, where to go and provide self guided tours and interactive maps and much more. This will provide the visitor with information when they are ready for it, and at their fingertips in a contextual, relevant manner.

The Visitor Engagement App will also provide The Alice Springs Desert Park with a wide range of BIG Data - valuable insights into visitor habits, their movements and dwell times across the facilities and items most searched for etc. through the Proximity eLockers Analytics Dashboard.

Key features of the App include include:

- Visitor Engagement App for iOS and Android
- Content Management System (Proximity eLockers Visitor Engagement Platform) for content / imagery and cloud based management and tracking
- Search for events and or Activities at the Park
- Search for restaurants and bars nearby
- Including reviews and recommendations
- Interactive Map / wayfinding maps
- Self Guided Tours and Trails
- Day Planner
- Contact form / questions / surveys
- Plants and Animal educational informatoin
- Instaframe & My Journal

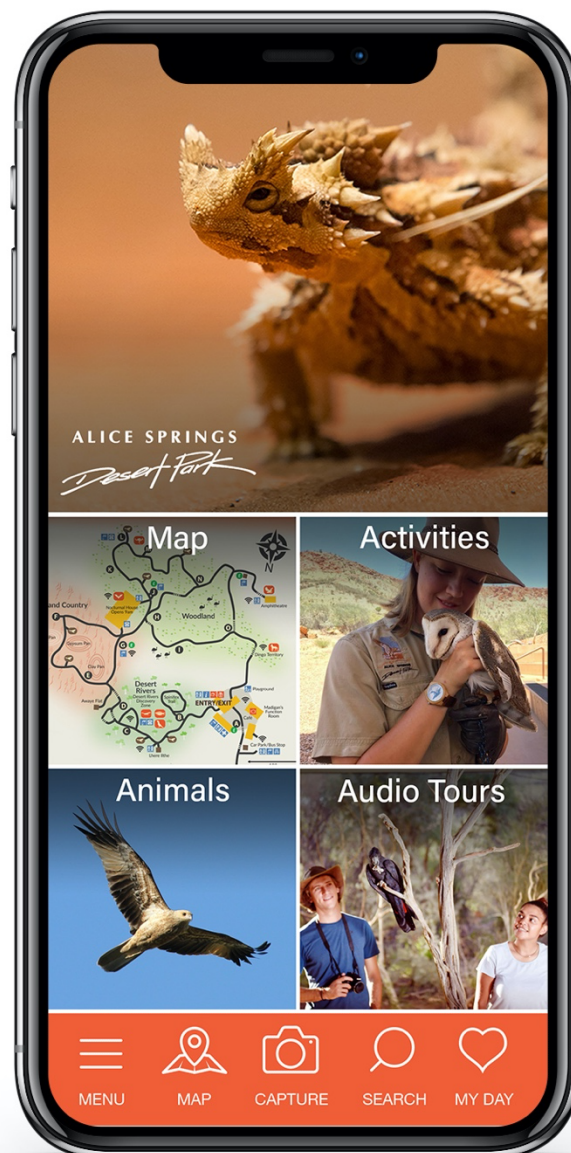
Optional Components:

- AR Kids Trail / Treasure Hunt game

1.11 Solution detail

1.11.1 The Alice Springs Desert Park Visitor App Home Page

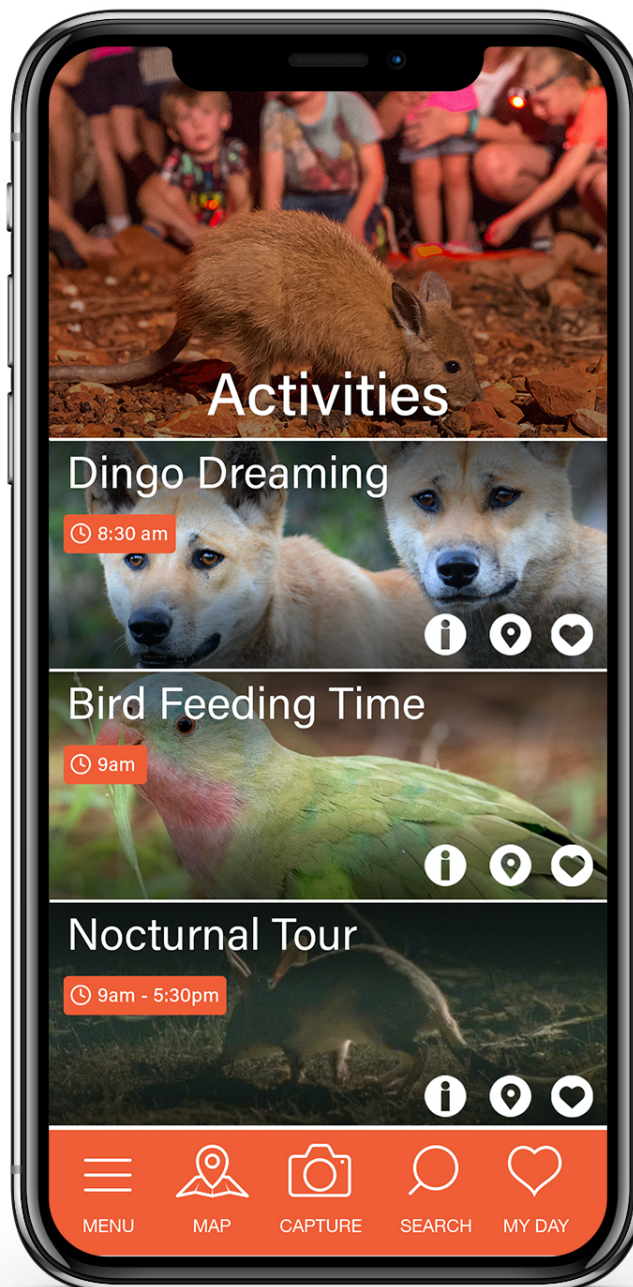
The focus of the App is to provide visitors with an engaging, simple to use App that will guide them and inform them during their visit to the Alice Springs Desert Park. The concept mockup below shows what the home page could look like. All mockups provided are based on information our graphic artist's could glean from existing websites etc and are provided as a guide only. We will work with The Alice Springs Desert Park marketing team to adapt / change any of the look and feel components as required.



1.11.2 Search and discover Activities, Talks and Feeding Times

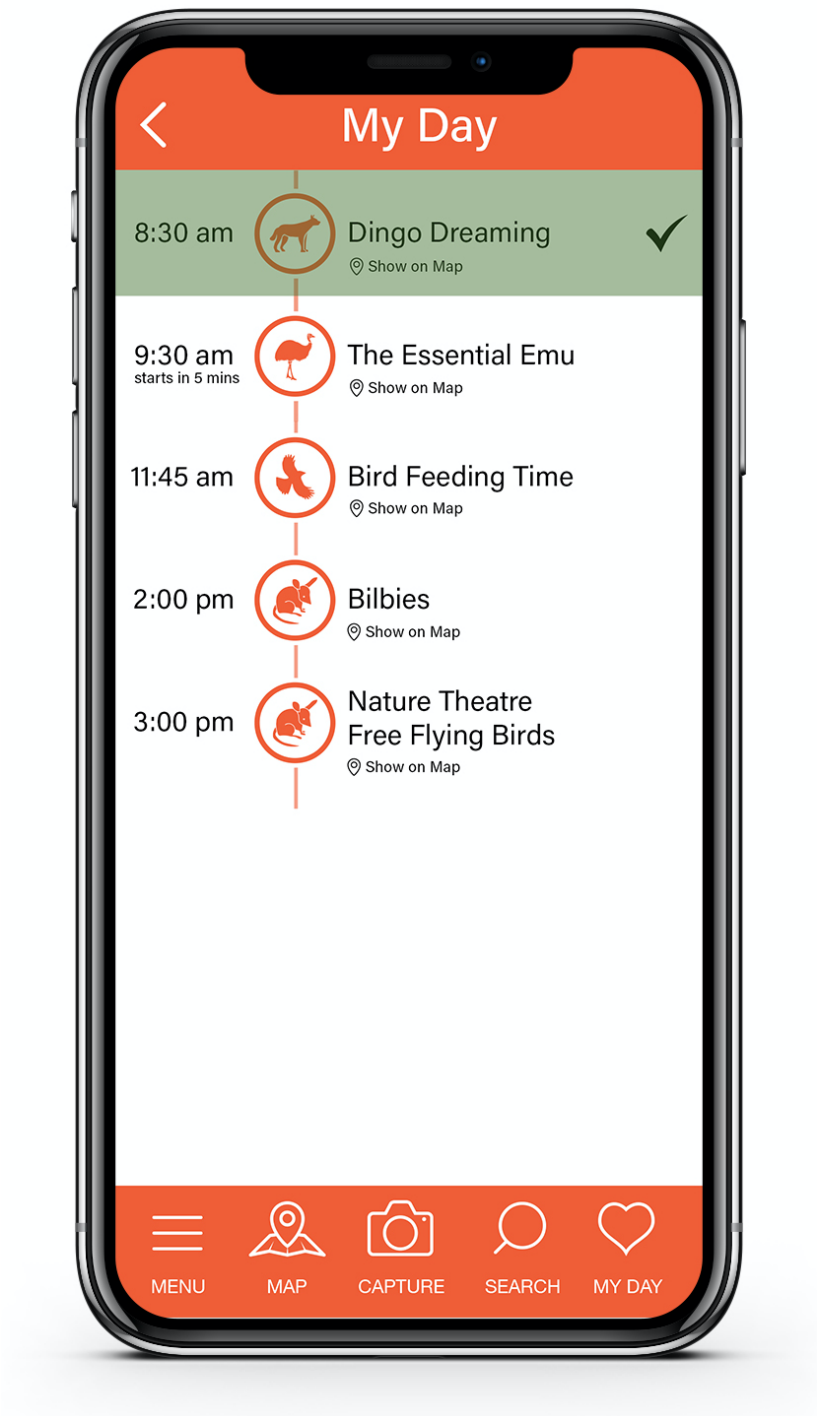
The Alice Springs Desert Park App will provide a simple mechanism for user's to quickly search Activities, Keeper Talks etc

This information will provide contextual information to the visitor, based on the current time of day, their priorities and on proximity to their current location



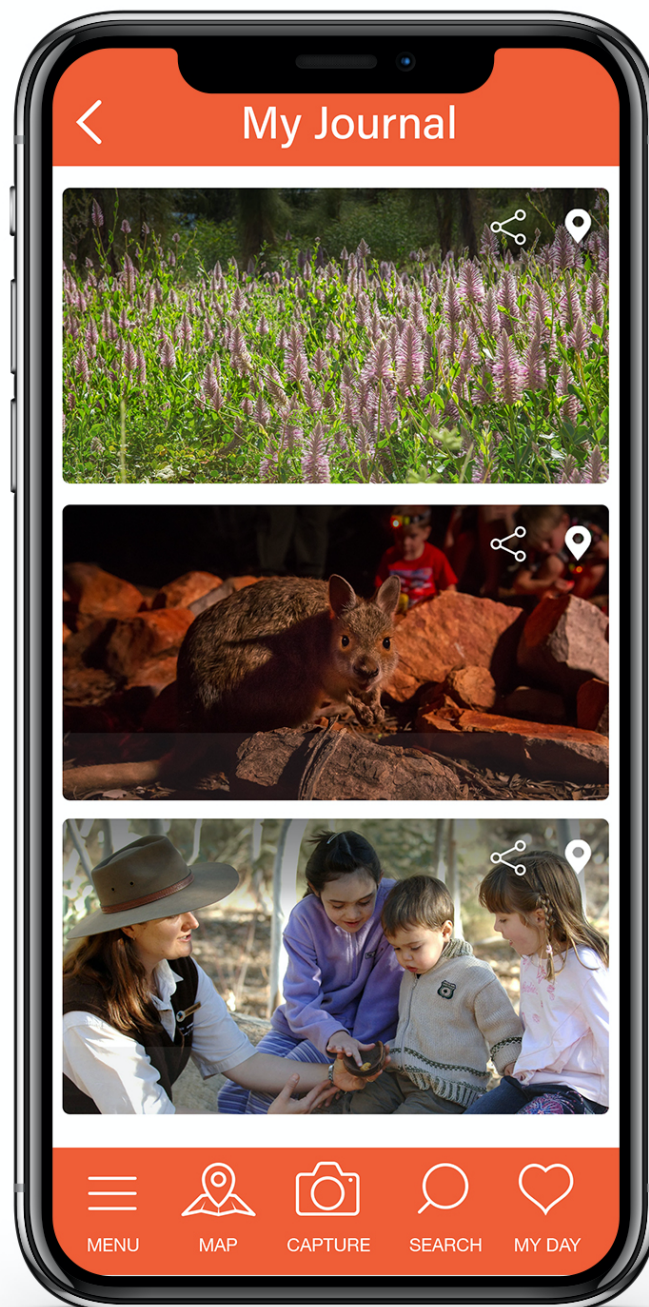
1.11.3 Intelligent Day Planner

The Alice Springs Desert Park Visitor App will allow users to quickly add any activity, event, or business listing to their dynamic trip planner. The day planner provides a simple, powerful mechanism for users to quickly build and maintain a collection of activities to maximise their visit to the region.



1.11.4 Visitor journal

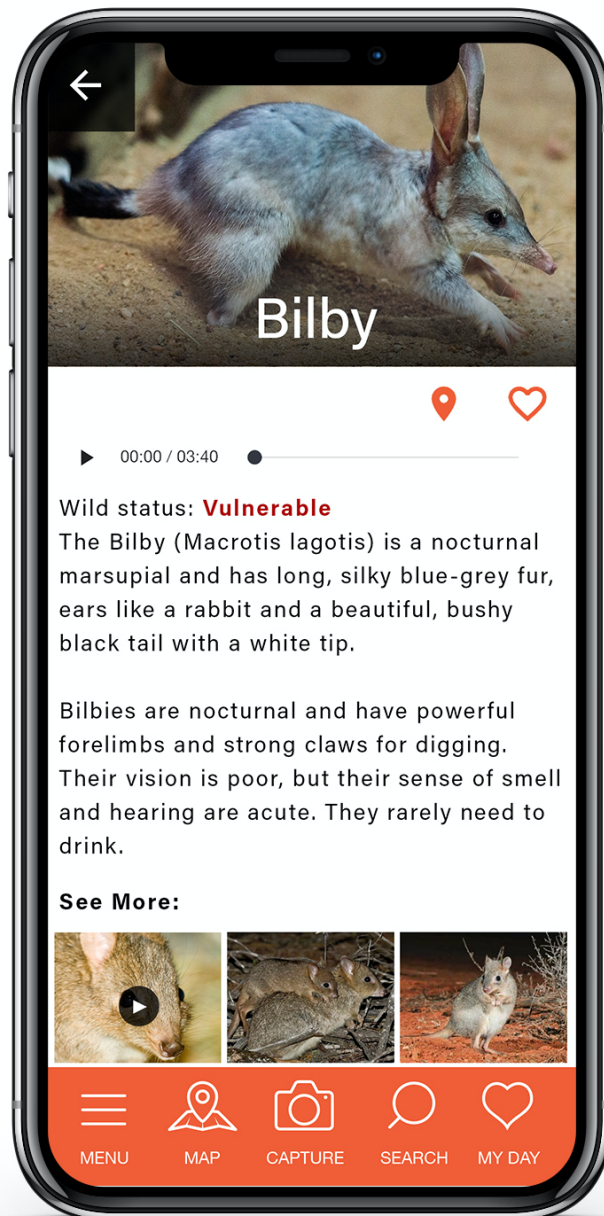
The Alice Springs Desert Park App will also make use of standard features provided by Specialist Apps Visitor Engagement Apps, including the intelligent visitor journal. User's are encouraged to capture images, video, birdsong etc using the provided capture tools within the App. So doing adds context to content captured during a visit, including time and date stamps and geostamped location, for quick reference of where and when a specific item was captured. Journal items can be quickly and easily shared via social media including Instagram, Facebook, Snapchat, WeChat and Trip Advisor.





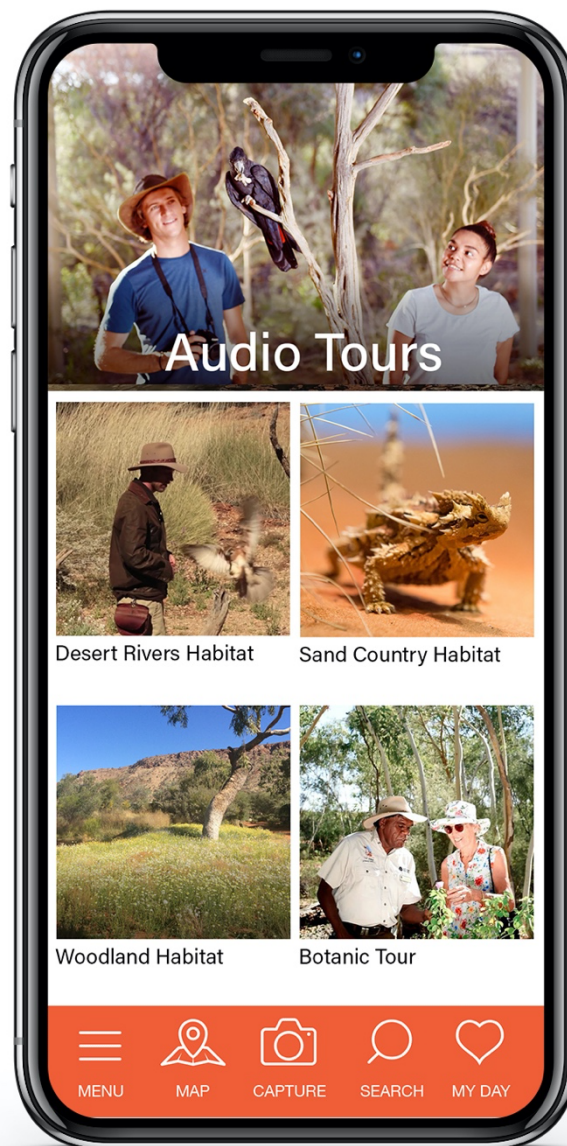
1.11.5 Education and Interpretation Content

The Visitor Engagement App has the ability to provide images, video, audio (birdsong recordings) and interpretation text in any number of languages. Location information can also be recorded and all pages can be bookmarked / saved and shared with others via social media. This allows management staff at the park to share important conservation messages and educational information for any of the animals and plants featured around the park.



1.11.6 Self Guided Audio Tours

A cornerstone of the Visitor Engagement App is the ability to deliver interactive, curated, self guided walking / driving / riding tours. These tours are dynamic and can be added to, updated and curated by The Alice Springs Desert Park management staff at any time as required. Guests can be guided to specific tours based on length of time, walking abilities and more.



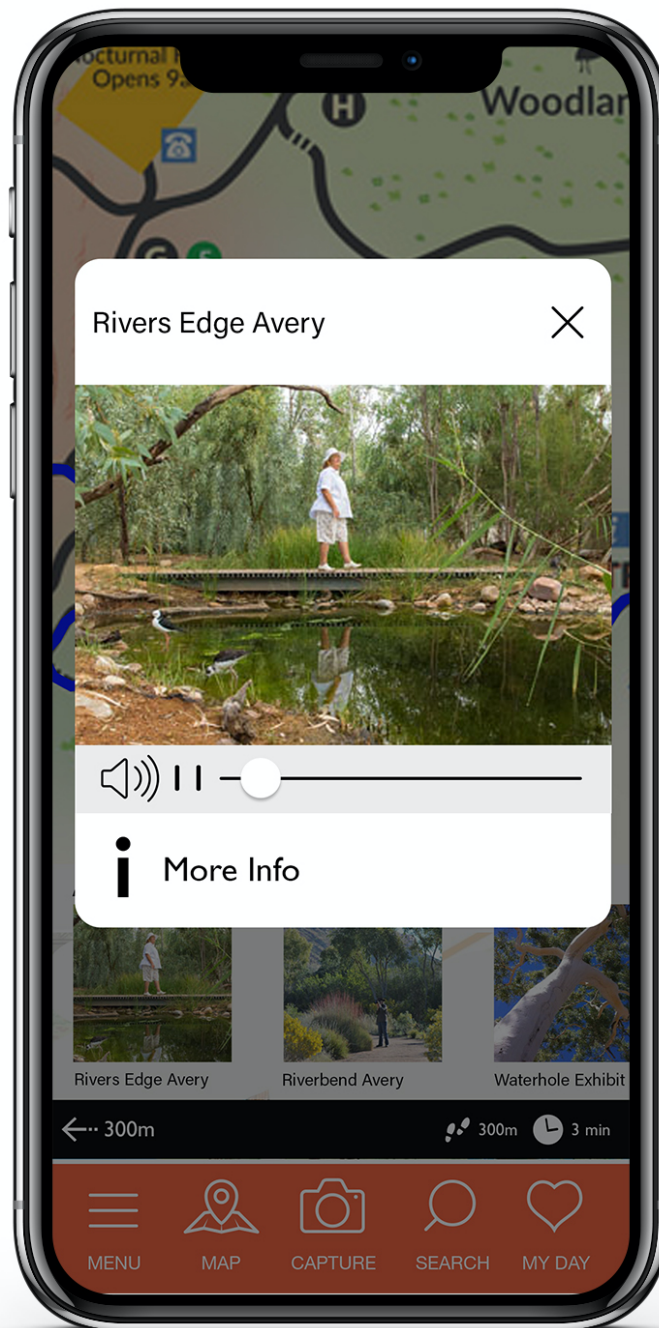
1.11.7 Curated Walking Trails / Tours

Alice Springs Desert Park has the ability to edit existing walking trails and create new interpretation trails as required. The example below shows a tour created / extracted from the existing website as an example. Any number of additional tours can be added over time as required, simply and easily.



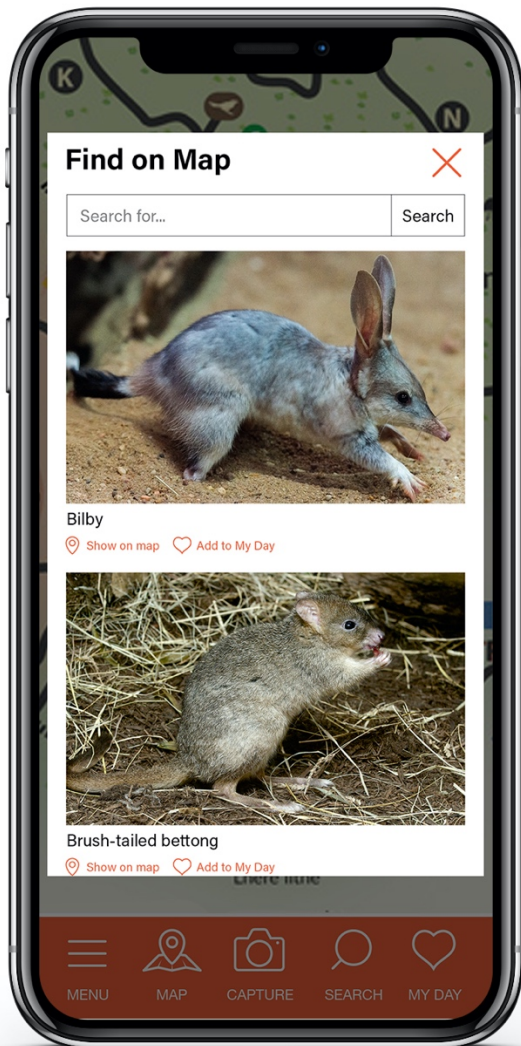
1.11.8 Self Triggered / Offline Delivery of audio content

A major advantage of delivery of tour content through an Visitor Engagement App is the ability to automatically trigger content and have the audio commentary start playing when the visitor reaches a specific location. This content can be pre-bundled / packaged within the app



1.11.9 Offline Digital Maps and routing guidance

A key feature of the Interactive Map and Self Guided Tours Engine developed by Specialist Apps is the ability to operate completely off-line, without requiring internet connectivity. All interactive maps are fully self contained. GPS guidance does not require any data connection, and can provide the visitor with valuable information, guidance and interpretation information at key locations.



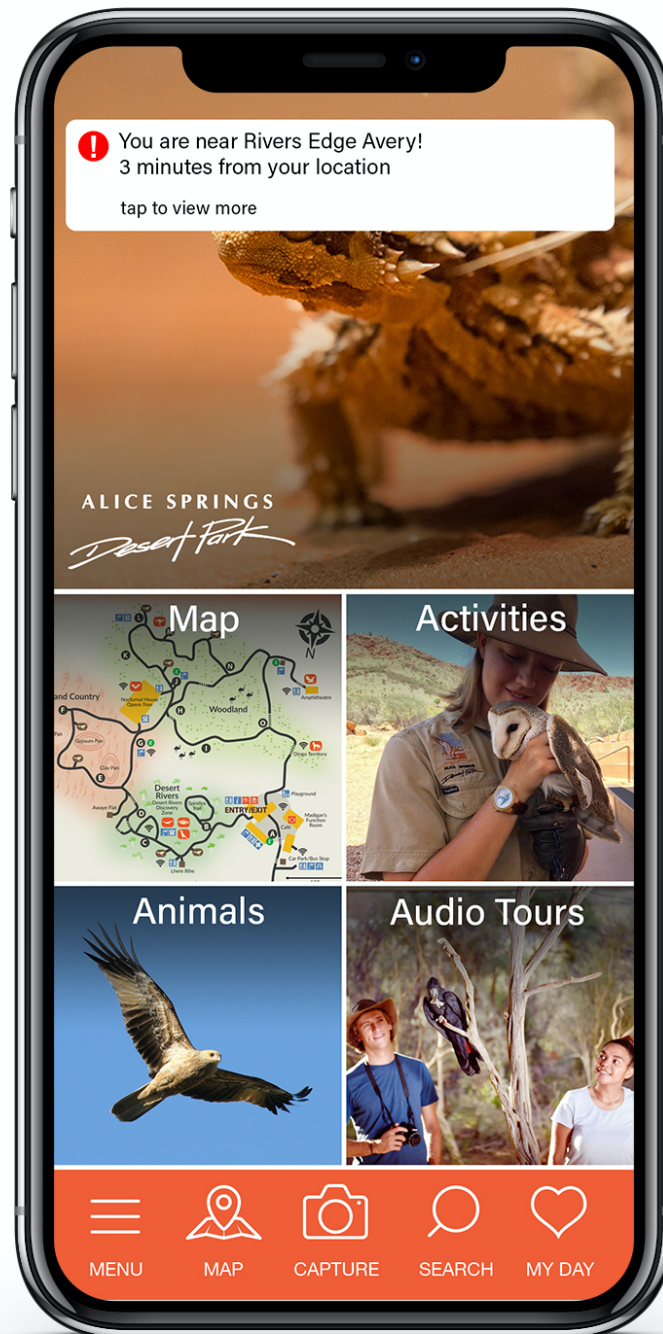
1.11.10 Geofenced triggers and places of interest

A major advantage of a Visitor Engagement App over a traditional, mobile website, is the ability to send the user push notifications in real time using the phones location services, even when the App is not open or currently running. This greatly enhances the usability and relevance of information being placed in the user's hands just in time, and contextually. When combined with self guided tours, this can be used to automatically trigger audio commentary.



1.11.11 Conditional Push Notifications

Push Notification and location based data can also be pushed to users based on conditional geofencing technology Specialist App has developed. This allows a greater level of intelligence to be provided to alerts and notifications... for example, surveys can be pushed to users when leaving a location, or welcome messages and special offers can be pushed to visitors upon arrival.



1.11.12 Embracing Wearables

The aforementioned push notifications and alerts are designed to work seamlessly with the latest wearable devices including the Apple Watch. The example below shows how a location based alert would appear on a users's smart watch.



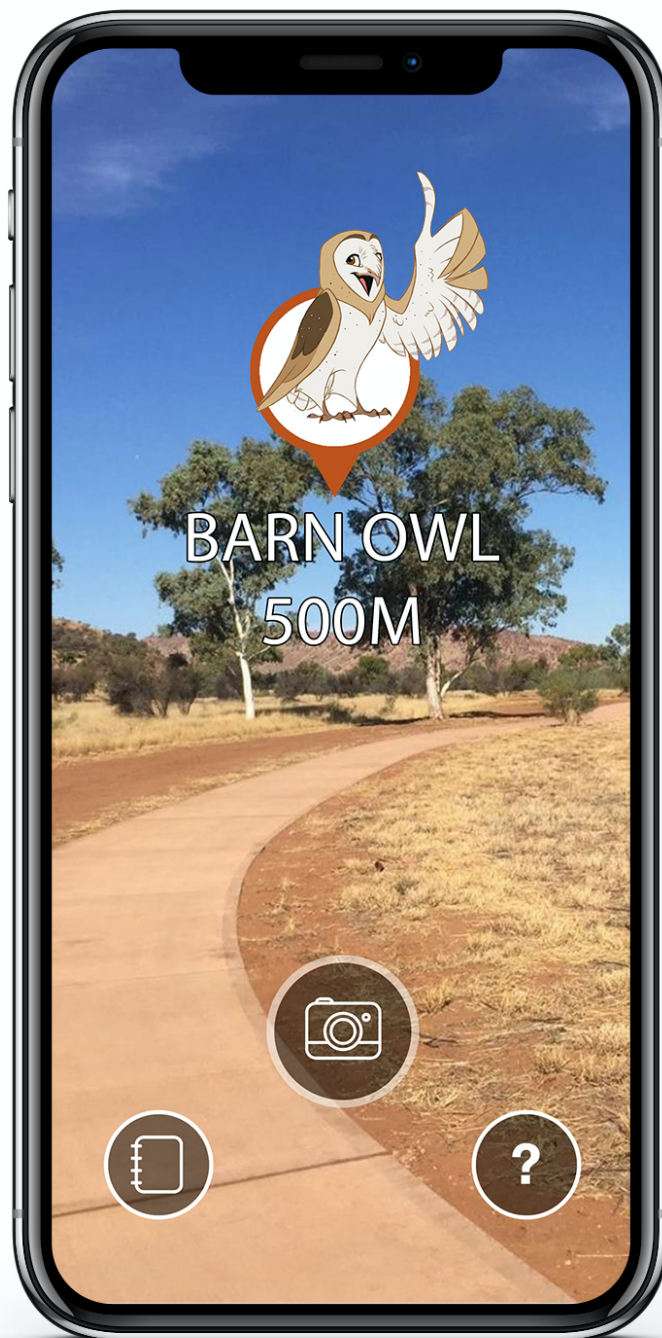
1.11.13 Instaframes and Social Media Integration

The Visitor Engagement App provides a focused channel to tap into the power of social media, with direct integration / support for Facebook, Instagram, WeChat, TripAdvisor and more. The Alice Springs Desert Park specific “insta-frames” can be designed to put post-card style borders around images captured within the app. These Instaframes can then be shared / pushed to Social Media, including the ability to automatically hashtag items. *Note, some platforms including Instagram have now prohibited the automatic tagging of items, however others such as Facebook still allow and make use of these features.



1.11.14 Optional Location Based Augmented Reality Treasure Hunt

Phase 1 of the App could also include an optional Augmented Reality Treasure Hunt. Developed initially for clients including Currumbin Wildlife Sanctuary, and Waimangu Volcanic Valley in New Zealand, the use of location and AR to guide visitors on a treasure hunt journey around the park. 3D animated animals appear at key locations and add an intriguing new dimension to visitor information. The examples below illustrate how this engine could be adapted for similar trails for Alice Springs Desert Park.



1.11.14.1 *Optional Interactive Children's Trail*

An interactive treasure hunt game for young children can help generate greater levels of excitement and overall buy-in. Leveraging the interactive “Lost Valley” game engine developed for Currumbin Wildlife Sanctuary, this style of game can generate a lot of excitement with younger visitors and is a great magnet for Media interest.



1.11.14.2 Interactive Children's Trail – detail

Children are guided to specific locations around the grounds (typically 8 in total) where a virtual creature is flying / walking around... the goal of the game is to “capture” the creature by taking a well framed photograph of it. Once it has been captured, it can be shared on Social Media, thereby generating further interest with others to the Game / property.



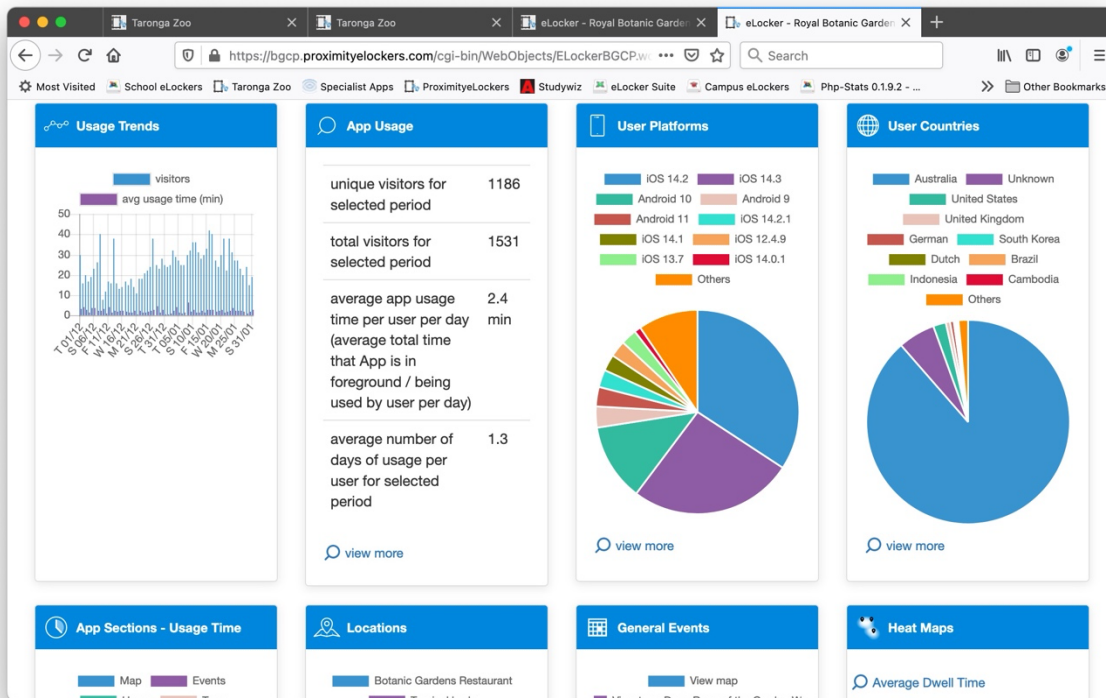
1.11.14.3 *Interactive Childrens Trail Badge Collection*

Once the player has collected all virtual creatures (indicated by badges) they have the ability to either collect a physical reward from a gift shop or Visitor Information Centre, or release all the creatures at once at a set location.



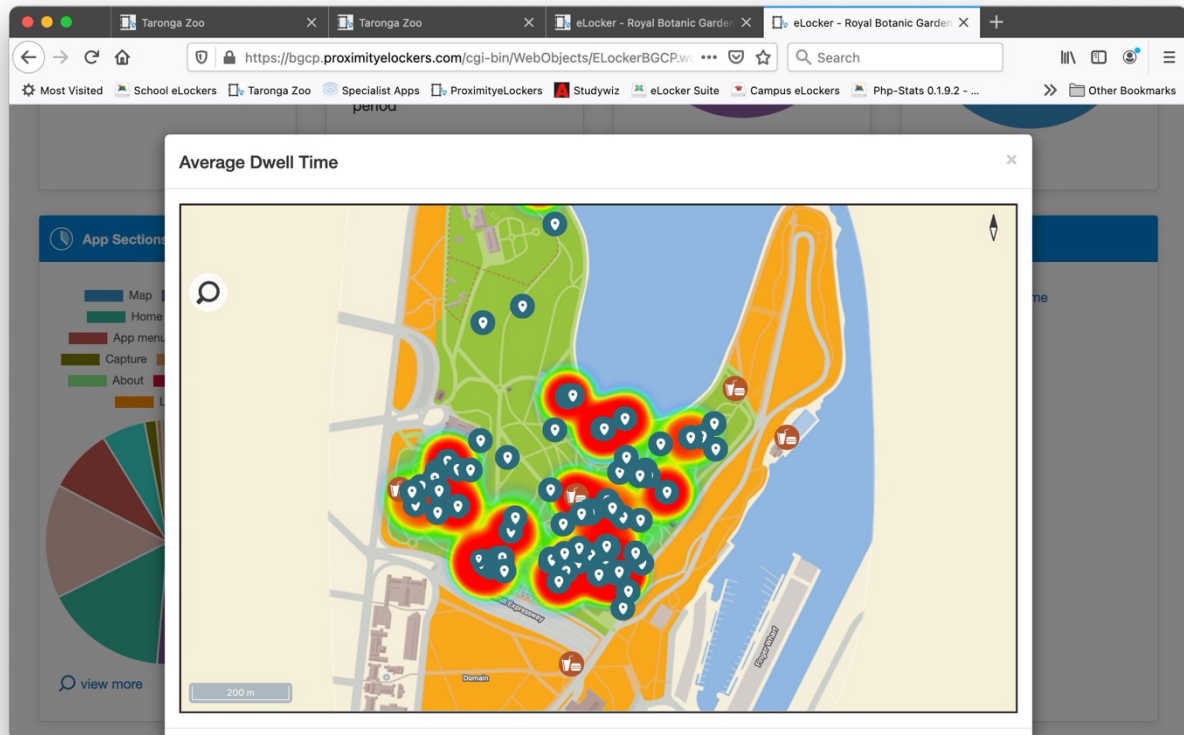
1.12 Analytics Dashboard

The proximity eLockers platform provides an advanced Analytics Dashboard with a suite of reports, including dynamic heatmaps, and analysis of App usage, Search Requests and much more. The screenshot below shows an example of the Analytics Dashboard tailored for use by Taronga Zoo in Sydney.



The Proximity eLockers environment can also provide movement statistics and trend analysis information for each individual location showing the most popular routes to and from a specific location as well as popularity and user satisfaction trend over time:

The report shown below is a dwell time heat map for the Royal Botanic Gardens in Sydney for visitors to the area at the selected date ranges specified.



1.13 Cloud based Content Management and Tracking Platform



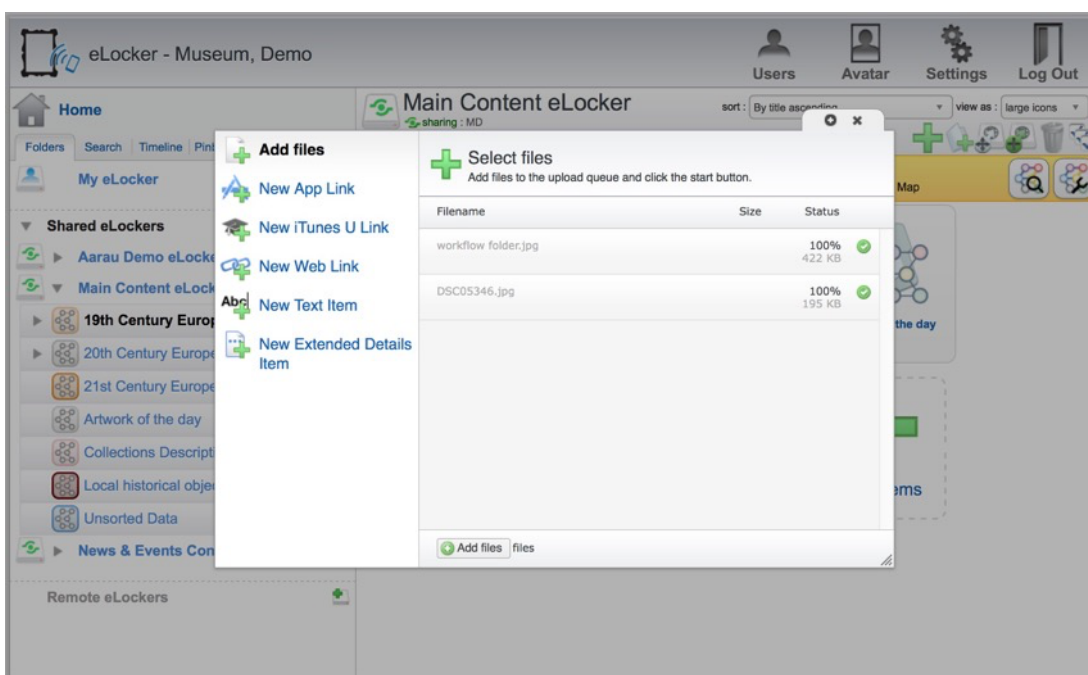
The proposed visitor engagement Apps for The Alice Springs Desert Park will leverage the extensive work invested in developing our Proximity eLockers visitor engagement platform.

Proximity eLockers provides a scalable, robust, Content Management Solution for all App content, Beacon Management Console, and GeoFenced map trigger points and data.

Further features include:

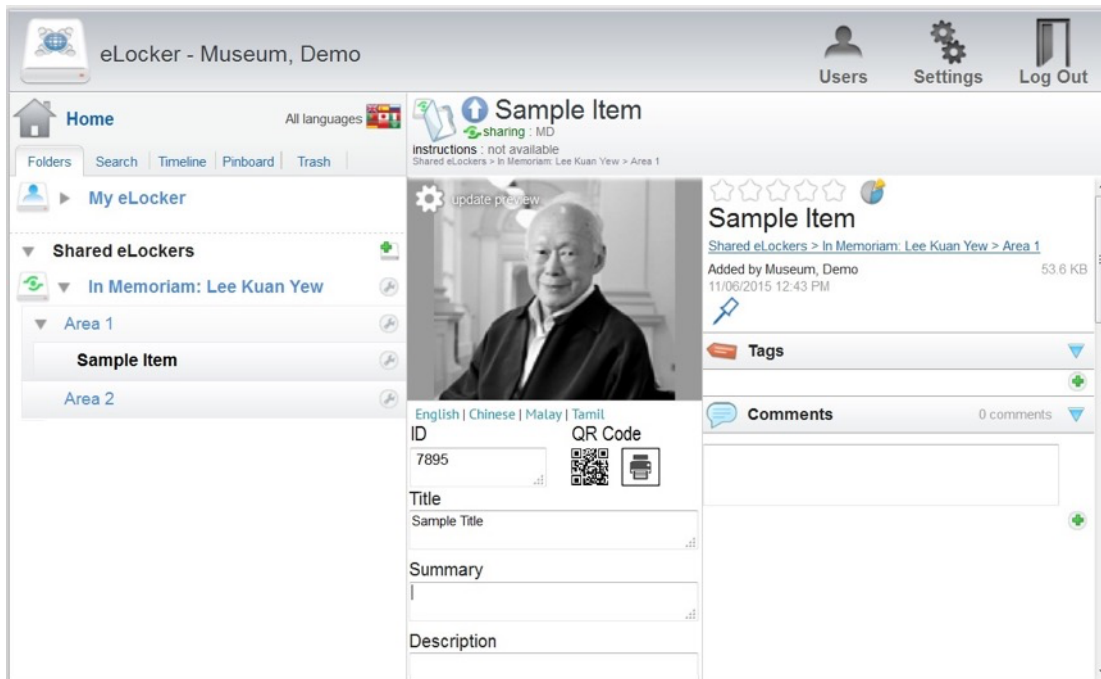
- Sophisticated events management console for setup and management of recurring events, including real time queue management, status alerts etc
- A comprehensive mapping engine include routing layers, points of interest, GeoFences and beacon management.
- BIG data analytics and reporting console (including Heat Maps of visitor movement, dwell times etc)
- Supports multiple roles for team management and mobile updating on the fly.

The Proximity eLockers CMS allows The Alice Springs Desert Park staff to setup, create and curate visitor engagement and content to be featured within the App. Proximity eLockers provides a comprehensive suite of tools accessed through any standard HTML5 browser. The system allows simple drag and drop of items for inclusion.



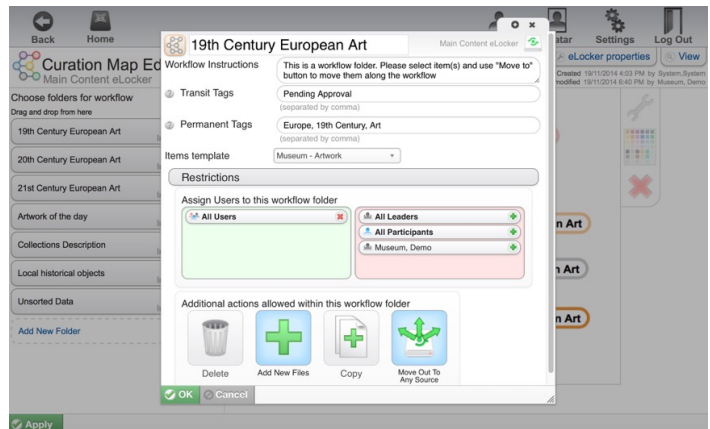
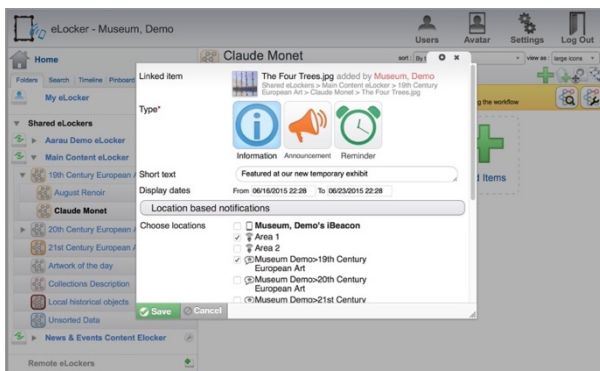
Content creators / curators, are able to decide which technology to use for data retrieval (QR Code, Beacon, or GeoFence) for any given item, collection or featured space.

The system has the ability to automatically generate QR Codes, and manage any sized fleet of Beacons and GeoFences.



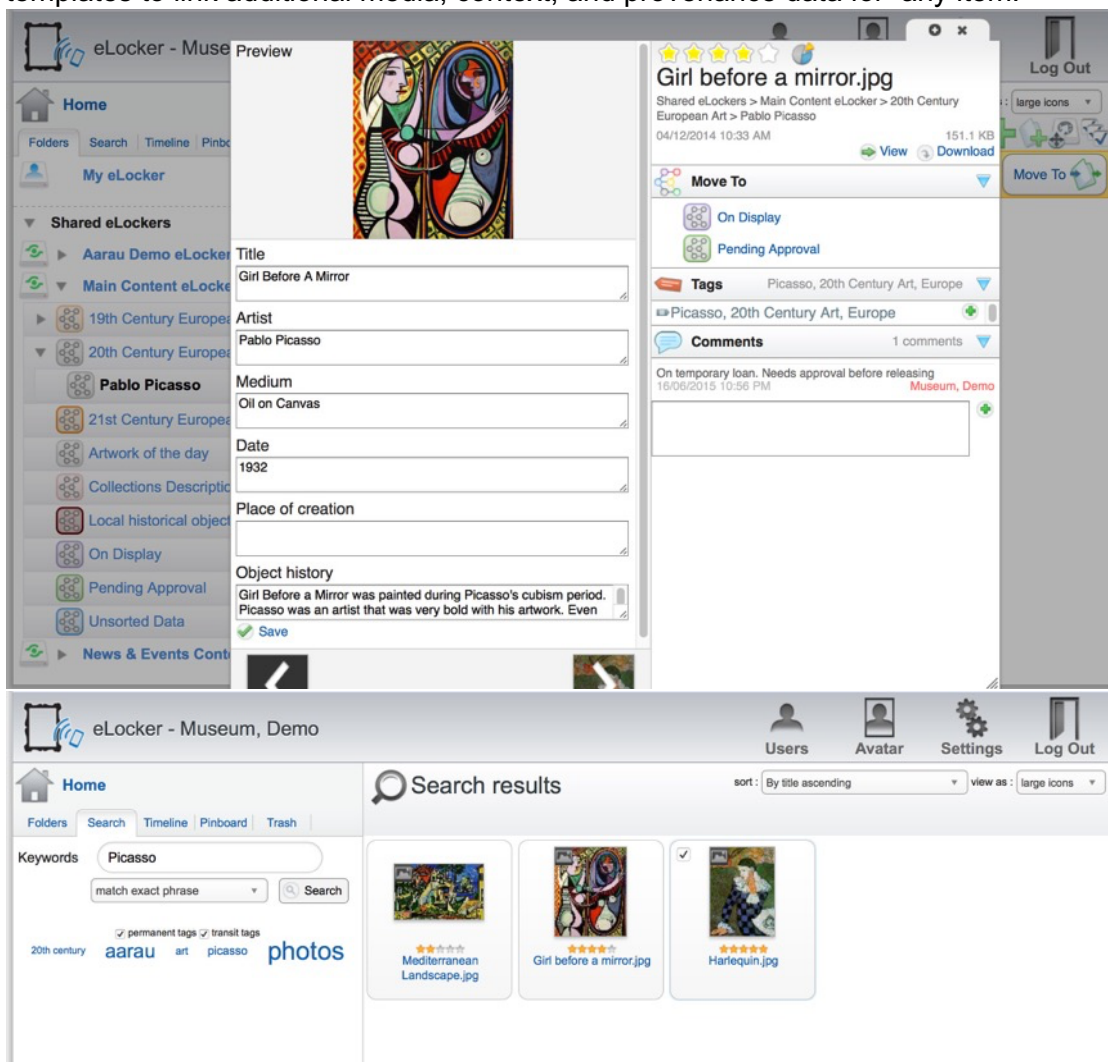
Having added content to the content management system, managers and curators can decide how and where it should be pushed. E.g. I should be able to decide if I want an item featured within the App, retrieved when passing a beacon, or linked to a QR Code or PIN Code.

The paradigm used for pushing or linking content to a physical location or to a topic area within the App is quick and easy to understand... as simple as "Pinning" it to a beacon, or the required topic area. Proximity eLockers allows people to work in teams and to delegate responsibility for specific exhibits, including defining workflows and approvals as needed.

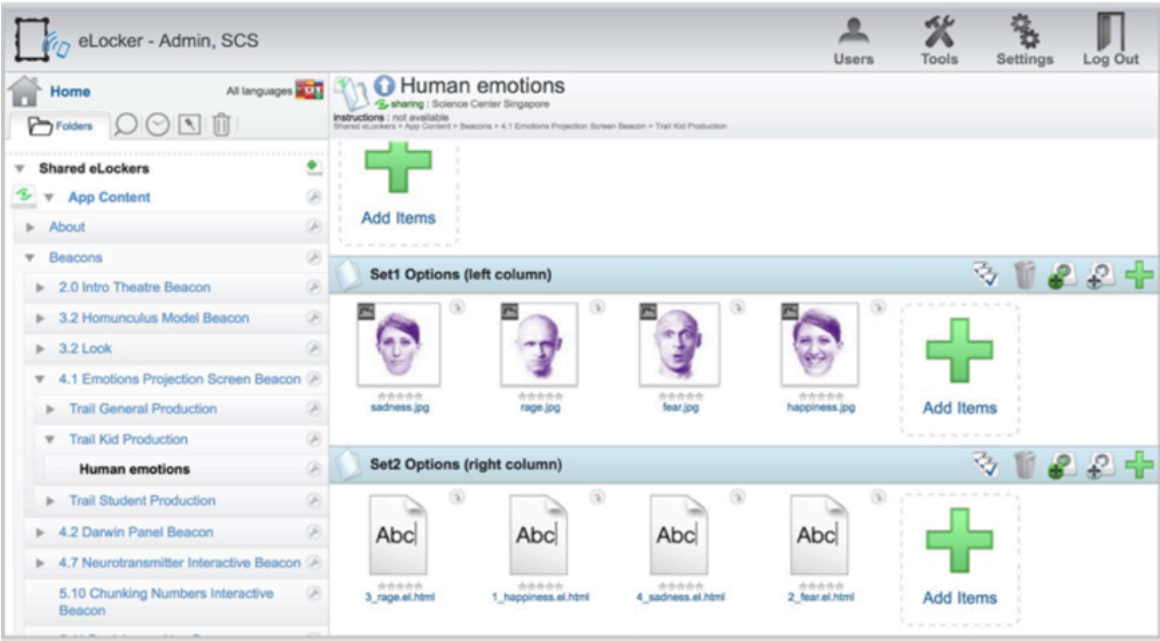
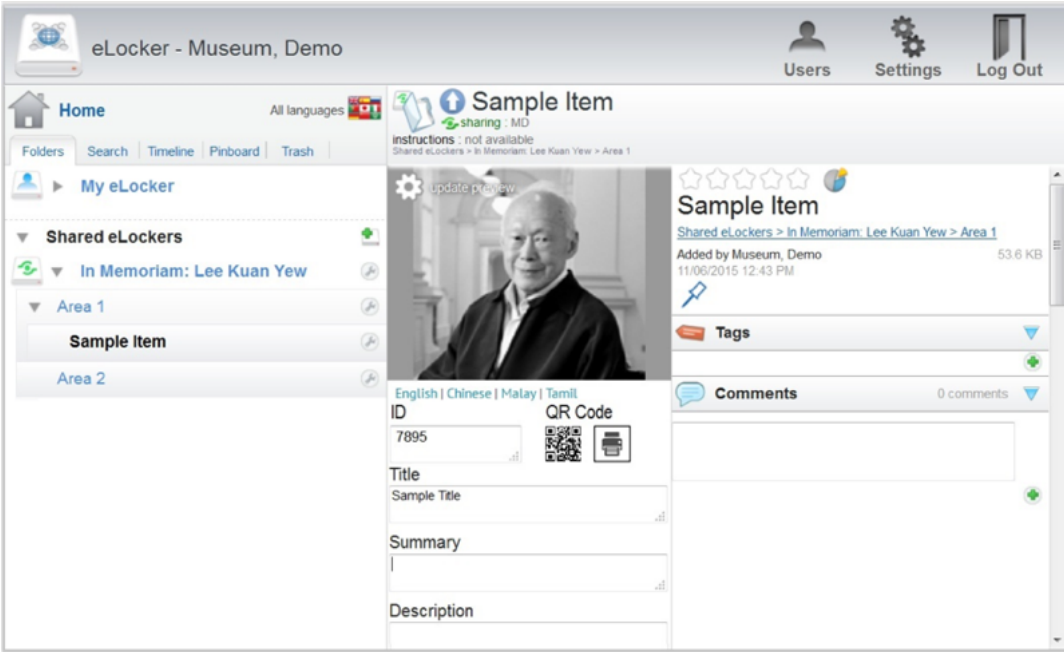


Proximity eLockers enables employees to handle massive amounts of data including approvals / grouping and content moderation.

When curating content for display within the App, administrators are able to use standard templates to link additional media, context, and provenance data for any item.



Ultimately, having the ability to quickly define roles, teams, workflows and templates for different exhibits means that I can manage a lot of information with minimal staffing.



APPENDIX: Company Overview and Track Record

SPECIALIST APPS

The logo for Specialist Apps features the company name in a large, blue, sans-serif font. Below the text, there is a graphic of several concentric, light blue circles that resemble ripples on water, centered under the word 'APPS'.

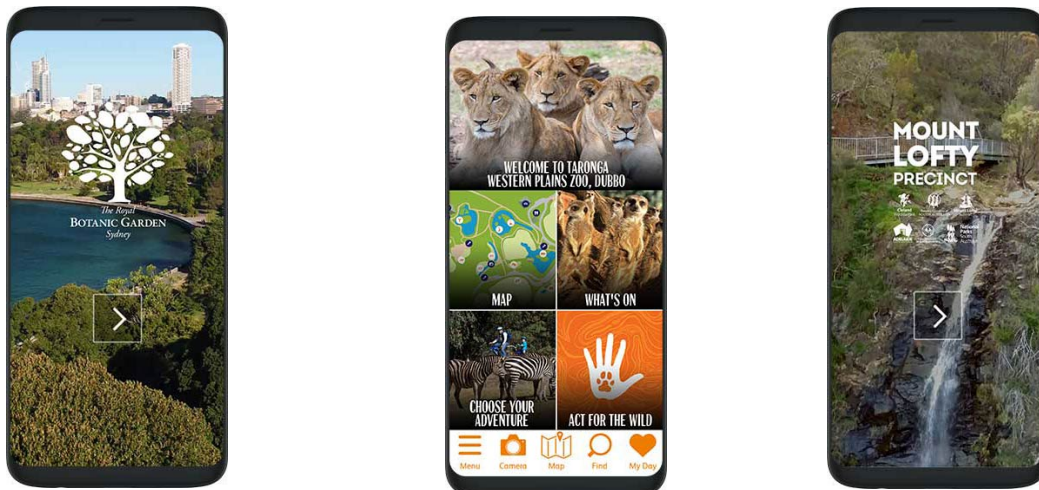
Specialist Apps is a leading software development company incorporated in Hong Kong and Australia, with teams based in Australia and the UK, and over 20 years development experience.

Specialist Apps is at the forefront of developing visitor engagement Apps for Local Councils, Regions, Zoos, Aquariums, Botanic Gardens, Museums, Schools, Universities and Public /Tourist Attractions across Australia, Asia and Europe.

We work closely with each client to develop visitor engagement Apps that solve compelling, real world problems for Visitors to their attractions.

By making use of the latest navigation, routing, and beacon technology, a Visitor's smartphone becomes an incredibly powerful enhancement of their day out.

We work collaboratively with each new customer to leverage our know how and extend our existing Proximity eLockers Visitor Engagement platform to develop exciting new extensions and functionality.



Some of our most recent clients locally and globally include:

The City of Port Adelaide Enfield, South Australia

The City of Port Phillip, Victoria

Murchison GeoRegion, Western Australia

Mid Murray Council, South Australia

Currumbin Wildlife Sanctuary, Queensland

Cairns Skyrail, Queensland,

Paronella Park, Queensland

Waimangu Volcanic Valley, New Zealand

Adelaide Zoo, South Australia

Mamu Tropical Skywalk, Queensland

Taronga Zoo, NSW, Australia

Melbourne SEA Life Aquarium, Victoria Australia

The National Museum of Singapore

The Adelaide Riverbank Authority, South Australia

Sovereign Hill, Victoria Australia

The Adelaide Botanic Gardens and Adelaide Gaol in South Australia

The Science Centre and Infocomm Development Authority of Singapore

The Stadtmuseum Aarau, Switzerland

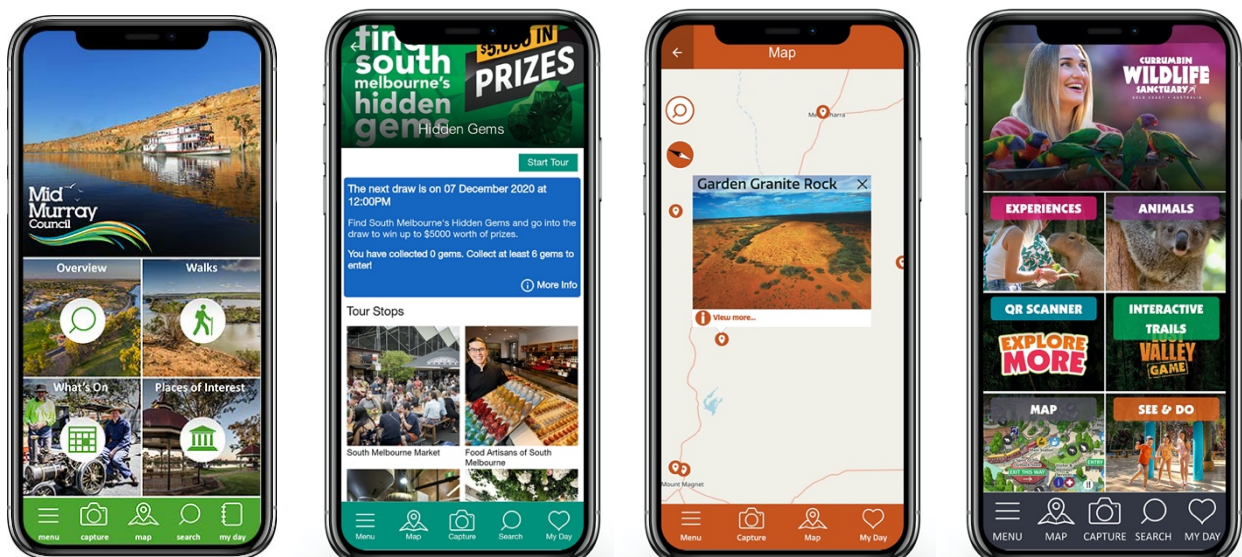
The National Motor Museum, South Australia

The Bendigo Historic Tramways, Victoria Australia

The National Trust of South Australia

The Royal Botanic Gardens Sydney Australia

The Department of Environment, Water and Natural Resources (DEWNR) South Australia



Some key pain points we are able to address for customers are:

Language: - Providing all relevant information, attraction maps and content in the user's language of choice

Day Planning: – Being able to see which restaurants, cafes, events, shows, talks or encounters are available, when they are on, where they are, and their event status (full, filling up, sold out etc), and provide simple ways for visitor to plan for their day.

Intelligent Routing: – being able to guide users around a space to specific attractions (both indoor and outdoor), taking into account visitor requirements e.g. Wheelchair / Pram Access

Intelligent Alerts, Contextualised Content: – Being able to provide visitors relevant alerts and information about objects, animals, events, shows or encounters contextually based on their proximity to specific location. Content and alerts are contextual – based on the users age, profile, language and preferences.

Educational outcomes: – Being able to offer institutions education specific trails and content tailored for school visitors at specific age ranges and requirements.

Social Media Integration: - Providing visitors with powerful tools to directly link to Facebook, Twitter, Instagram and WeChat and to extend the engagement with the user beyond the visit.

Offline Access:– a CRITICAL problem for many public attractions is the lack of data, wifi and internet connectivity. Many of our clients are providing way-finding, interpretation and educational materials to visitors in remote locations that have limited or no wifi / data access. We have developed a range of solutions including intelligent pre-synchronisation of trails and App data whilst still allowing regular updates, alerts and pushing of new information to visitors as needed.

Content Management: – we are NOT in the business of locking our clients into expensive, on-going contracts to update and maintain content for their Apps. Our Proximity eLockers visitor engagement platform provides a comprehensive range of content management and beacon management / location management tools to enable institutions to update, manage and maintain their engagement Apps in real time and on a regular basis.

1.14 Customer Endorsements

Below is a list of customer endorsements from a number of recent clients. We would be happy to expand upon this if required, and can provide direct contact details for any of our current or past customers for further reference

We have loved working with Geoff and the team at Specialist Apps on the Port Adelaide Enfield Smart Cities Project and have learnt so much ! We look forward to continuing on our Smart Cities journey at PAE !

Karen Cummings

City Development Manager at City of Port Adelaide Enfield

"We have found Specialist Apps to be a world class organisation to deal with. We have worked with them on some truly innovative ways to present what is unique and special about Waimangu Volcanic Valley for our visitors and the response has been great.

Using augmented reality has proven to be extremely useful as we look to engage guests in hidden aspects of our offering and the functionality for guests has been well received. A great bunch of talented people to deal with."

David Blackmore

General Manager, Waimangu Volcanic Valley

"The National Museum of Singapore has been working with Specialist Apps Ltd to develop a mobile application for us, and the team has been proactive and open- minded in their engagements. It has been a pleasure working with a dedicated and passionate team of professionals who are often willing to suggest and try new ideas, to create a customised and best-fit solution for us."

Jervais Choo

Senior Assistant Director, National Museum of Singapore at National Heritage Board, Singapore

"The Sovereign Hill Museums Association has worked with Geoff Elwood and Specialist Apps in developing three digital tours of our award-winning outdoor museum in Ballarat, Australia. The tours are 'New Gold Mountain' (for Chinese visitors), 'Built on Gold' (for school children and their families) and 'Hidden Secrets' (for visitors with limited mobility or hearing). With input also from Creative Hat Interpretation, we have been able to add rich

layers of text, images, audio and audio- visual content. Geoff's team has been receptive to our ideas and suggestions, and has been persistent in finding solutions.”

Brett Dunlop

Director Museums, The Sovereign Hill Museums Association, Australia

“Bryanston has been working with Specialist Apps for many years on a variety of projects. The team at Specialist apps have always gone the extra mile to ensure we get the very best outcome for any given project. We have benefited from having access to the very best technology implementations delivered in a professional and economic manner. We look forward to continuing our productive relationship”.

Andy Barnes

Director of Technology Bryanston School U.K.

“For the past 3 years I have been collaborating with Specialist Apps on the development of a 21st century educational ecosystem that integrates iBeacon technology to optimise teaching and learning spaces. As a result of this project Haileybury today is able to deploy iBeacon technologies in any space and transform teaching and learning into a richer and more productive experience for teachers and students. iBeacons are also used on School Tour days to beam multimodal resources on visitors' devices, as they explore our learning spaces, giving them the opportunity to see why Haileybury is one of the highest achieving Schools in Australia.”

Nikos Bogiannidis

Dean of Learning Technologies

Haileybury School, Australia