



PRODUCT DATA SHEET

Navigation App for Nuremberg Zoo

APPLICATION AND BENEFITS

SUITABLE FOR ANY PARK

- Any park can be represented with the aid of a digital map that can be expanded as required
- Points of interest can be created specifically for each customer and integrated into the routing functionality
- Link to a content management system for the representation of information on the park's own website in the app
- Interactive park experience

INCLUSIVE CONCEPT

- Assistance for persons with reduced mobility or families with baby carriages or buggies
 - > Avoidance of inclines, stairs, difficult surfaces, and other obstacles
 - > Quick navigation to emergency facilities such as defibrillators, toilets, or supply points
 - > Labeling of barrier-free facilities
- Greater emphasis on addressing such target groups

FUNCTIONS OF THE APP

NAVIGATION

- Routing through a zoo or park based on a digital map with points of interest
- GPS-based route guidance with an accuracy of up to three meters
- Route guidance to animals, seating areas, picnic areas, places to eat, and emergency facilities

INFORMATION

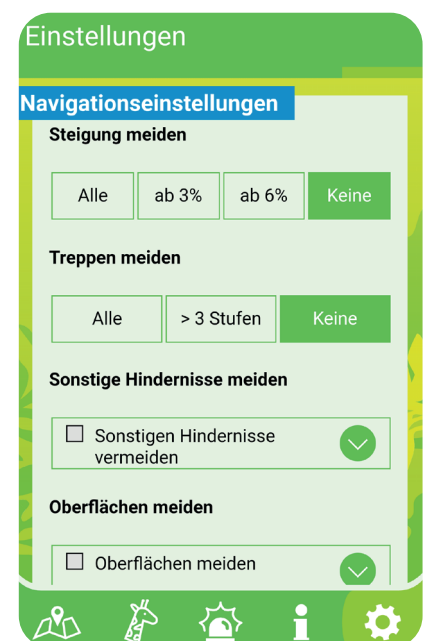
- Presentation of information via a customer-specific content management system
- Tutorial on how to use the app



TECHNICAL IMPLEMENTATION

CROSS-PLATFORM APP

- The hybrid app can be used on Google's Android operating system and on Apple's iOS
- A framework abstracts the native functions for the various end devices
- Uniform programming in JavaScript has been implemented
- Various plug-ins extend the app's range of functions (e.g. text to speech for navigation announcements)
- The integration of extended analysis options, such as user tracking, statistical data, or user behavior, on secure servers is possible



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