

Help citizens and visitors alike truly explore all the city has to offer by providing the tools and information to find exactly what they're looking for or try something new.

For the Complete Local Experience

PROVIDE the premier mobile guide for citizens and visitors to engage with and navigate your city

INCREASE engagement with exciting CivicAR[®] Augmented Reality capabilities

STIMULATE economic development and promote local businesses & events

Showcase All Your Civic Offerings

Cities are responsible for providing citizens and visitors immediate, up-to-date and relevant information about available resources and city offerings. Civic**Connect** Economic Development ensures that these users have the tools to find exactly what they're looking for as they move throughout your city.

CivicAR[®] Helps Users Navigate Your City

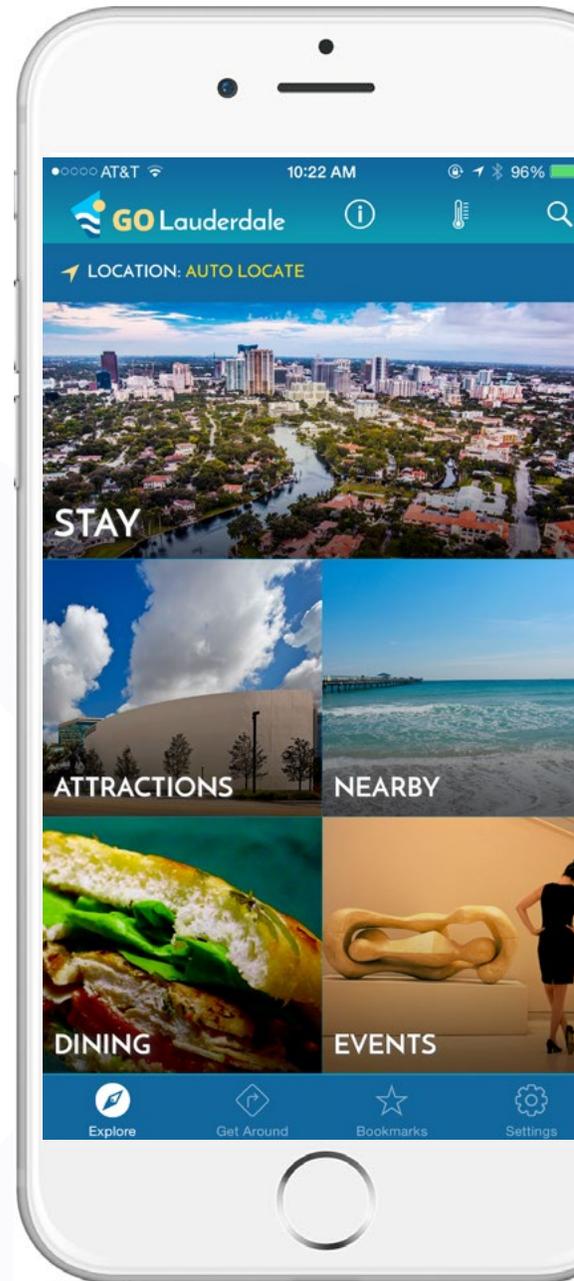
Built on the CivicAR Mobile Platform, the application provides users new ways to engage with your city's rich resources. Augmented Reality features and interactive maps provide powerful, contextual ways for citizens and visitors to "see" and explore restaurants, accommodations, activities, events, and other civic resources. Civic**Connect** Economic Development also stimulates economic development, highlighting local businesses and events and helping users explore new areas and destinations.

Promote & Enhance Tourism

Combining tools like Augmented Reality and Virtual Teleportation allows users to explore a specific area ahead of time and select their itinerary before they arrive, enticing potential visitors or helping them plan in advance.

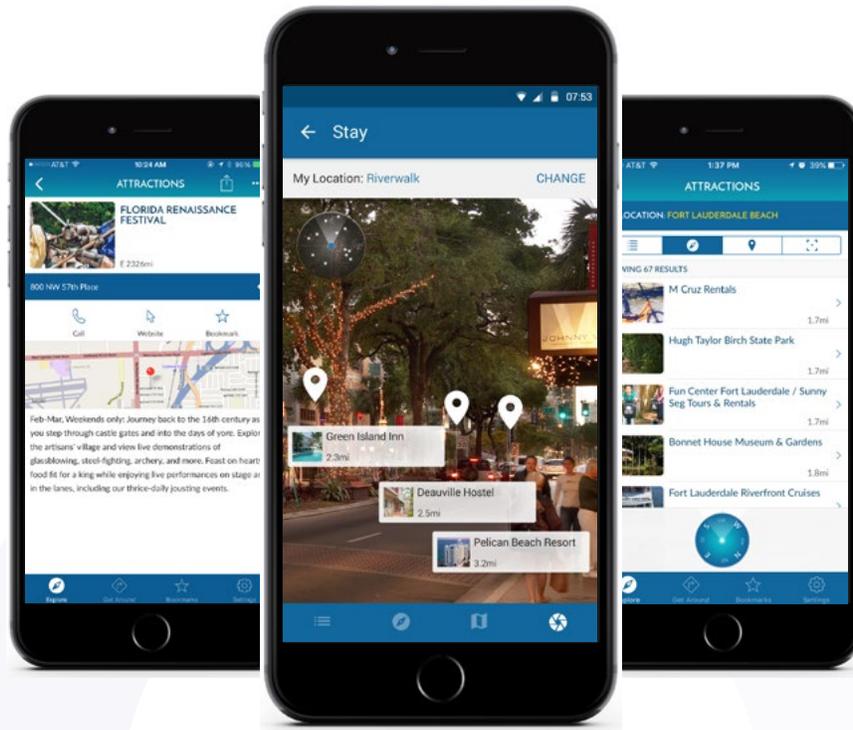
CivicConnect Platform for the Complete Smart City

Cutting edge design and city specific data promote your city brand and offerings. Unlike standalone city and tourism applications, Civic**Connect** Economic Development is built on the Civic**Connect** Platform, a data management, development and deployment platform purpose-built for the public sector. The platform gives you ownership and full control of the data, along with the understanding of and relationships with users. You can expand your offerings and data management capabilities by adding additional data feeds and any of our other CivicConnect products to complete your smart city.



“ The newly redesigned Visit Palm Springs app means visitors around the globe have an easy, modern way to navigate travel planning with the swipe of the finger. ”

—Mary Jo Ginther, Director
Palm Springs Bureau of Tourism



Real-Time Content & Information

Actively engage users with rich, interactive information on what to do, see and more. Users can find locations through a list view, on an interactive map, or by simply pointing their device in a given direction and using Augmented Reality to find:

- Accommodations
- Dining
- Local Attractions
- Activities
- Events
- Transportation Choices
- Public Facilities & Amenities
- Tours & Experiences
- Special Offers! Promote deals that connect users with local businesses

CivicAR Augmented Reality

Augmented Reality (AR) adds a layer of rich data and information to any point of interest. This interactive environment draws individuals to new locations, helps them find their way, encourages exploring culture and local businesses, and adds a digital element to economic development and tourism that sets any city apart.

Get Around/Wayfinding

Once users have selected their destination, provide directions via their preferred mode of transportation, including AR navigation, for a complete end-to-end experience. The route and turn by turn directions are displayed on a map to ensure a seamless wayfinding experience.

Virtual Teleportation

Entice potential visitors or help them plan ahead. Before they arrive, users can set their location to a destination, landmark or venue and, through AR, virtually explore what is nearby.

Built on the CivicConnect Platform

CivicConnect Economic Development is built on the CivicConnect Platform, a data management, development and deployment platform purpose-built for the public sector. The platform enables mobile and AR-based data driven applications for smart cities. CivicConnect easily scales from local implementations to large-scale regional implementations.

CivicConnect provides a suite of augmented reality-based mobile applications and a data management and deployment platform for Smart Cities. Initially focused on urban mobility, the cloud-based CivicConnect Platform enables the rapid deployment of applications while providing valuable data for analysis. CivicConnect products are based on fifteen years of public sector experience.