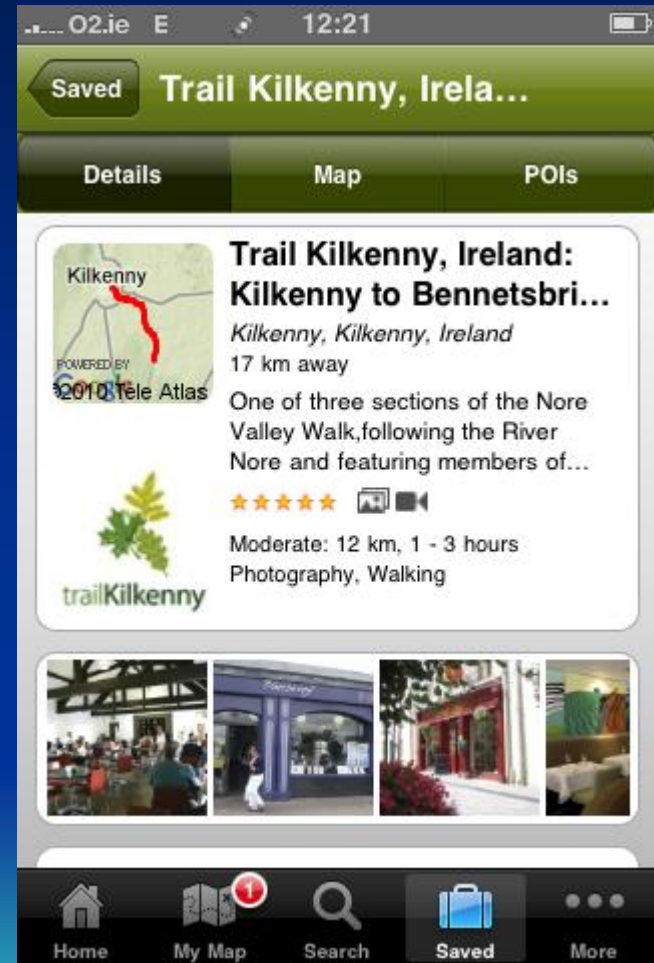


# Trail Kilkenny Digital Guides



# Trail Kilkenny Digital Guides

Trail Kilkenny integration

Overview of Smartphone's

Trail Kilkenny Smartphone  
guides



# Trail Kilkenny Digital Guides

Trail Kilkenny  
integration  
- cross promotion of  
all trails on all Trail  
Kilkenny maps,  
brochures,  
mapboards.



# Trail Kilkenny Digital Guides

Food Trail map includes:

- Walking trail
- Craft trail
- Cycle Trail
- Food Trail

members

Digital guides also combine all trails



# Smartphones v basic feature phone

A smartphone is a mobile phone that offers more advanced computing ability and connectivity than a basic feature phone

Features include:

- e-mail
- web browsing
- GPS / mapping
- touch screen



# Trail Kilkenny Digital Guides

Key strengths:

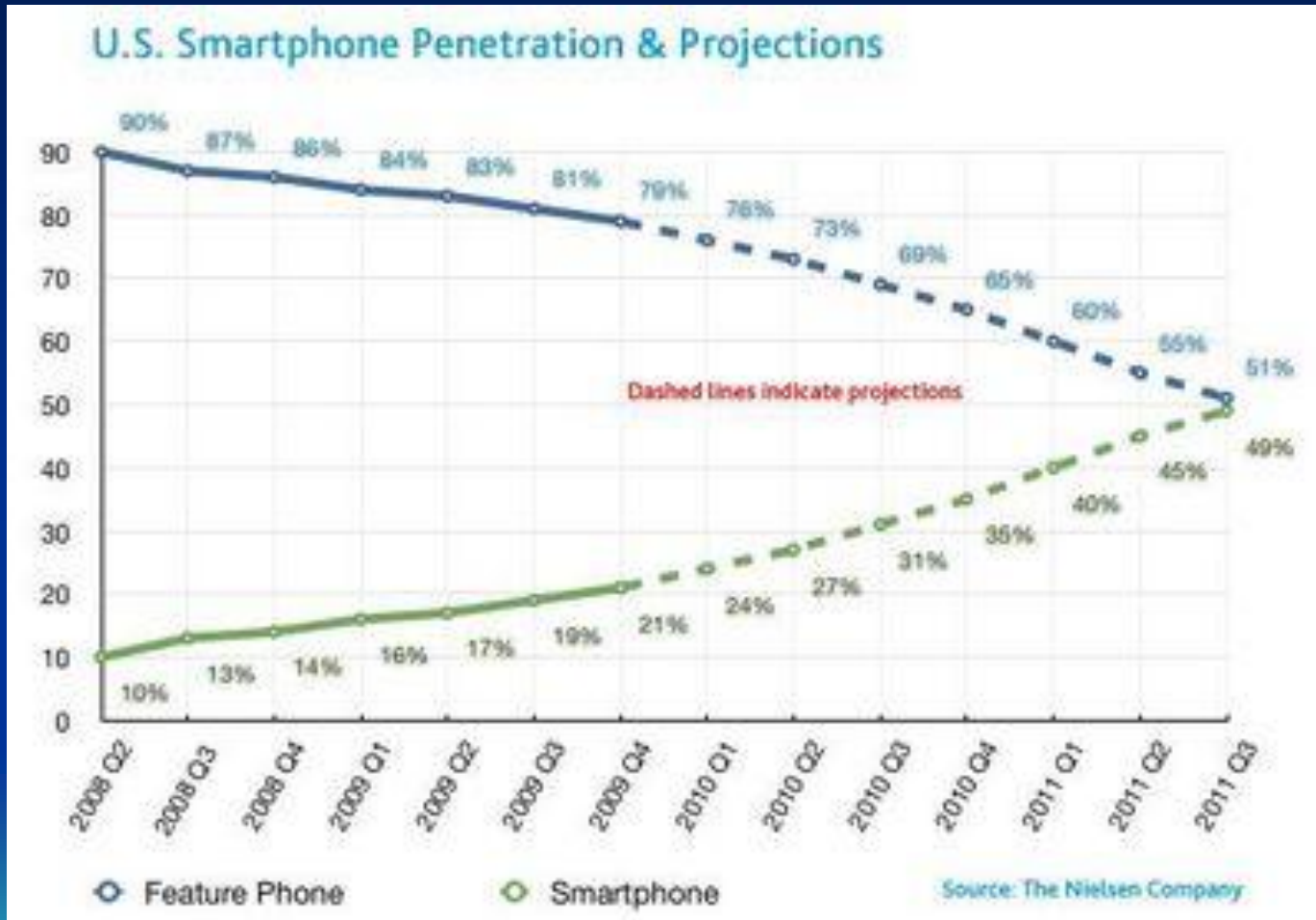
## **Integration of features**

- ability to use GPS, internet, e-mail etc together

## **Customizable**

- Ability to add programs (or Apps) to your smartphone

# Trail Kilkenny Digital Guides



# Trail Kilkenny Digital Guides

Why develop an smartphone guide?

Three things everyone takes with them  
when they leave the house:

- Keys
- Wallet
- Mobile phone

# Trail Kilkenny Digital Guides

Applications (or “apps”)

Customisability of smartphones

- The ability to download additional programs to your smartphone
- Apple have 225,000 third party applications officially available and 5,000,000,000 downloaded so far (as of 7/6/10)



# Trail Kilkenny Digital Guides

All smartphone manufactures have an App Store (a virtual shop on the internet for downloading Apps)

- some Apps are free and some are charged for.



# Trail Kilkenny Digital Guide

How to use the  
Trail Kilkenny  
Digital Guides:

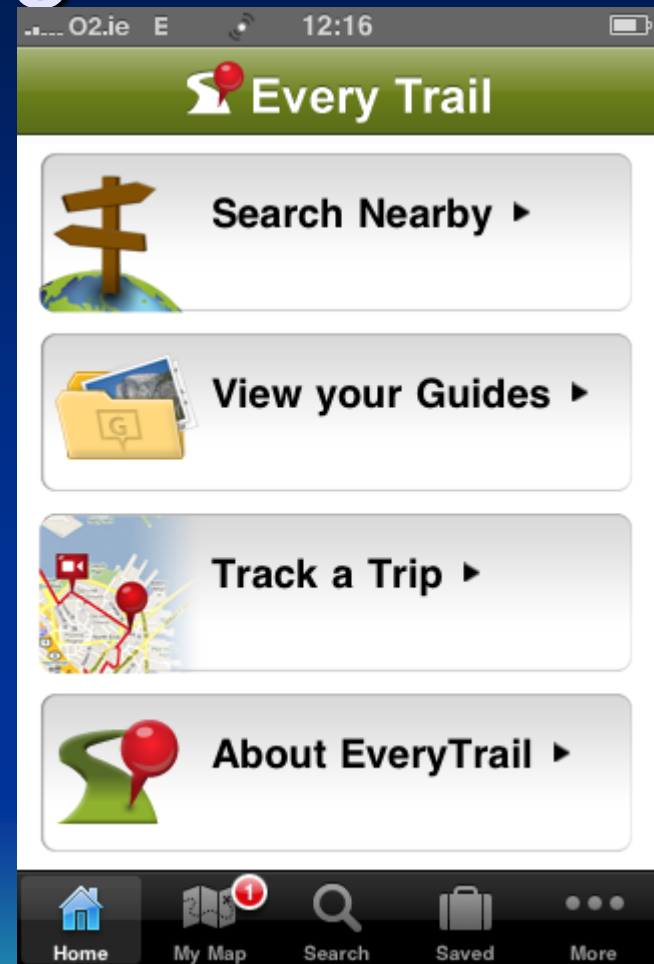
Download the  
everytrail app:  
(free)



# Trail Kilkenny Digital Guide

## Everytrail App

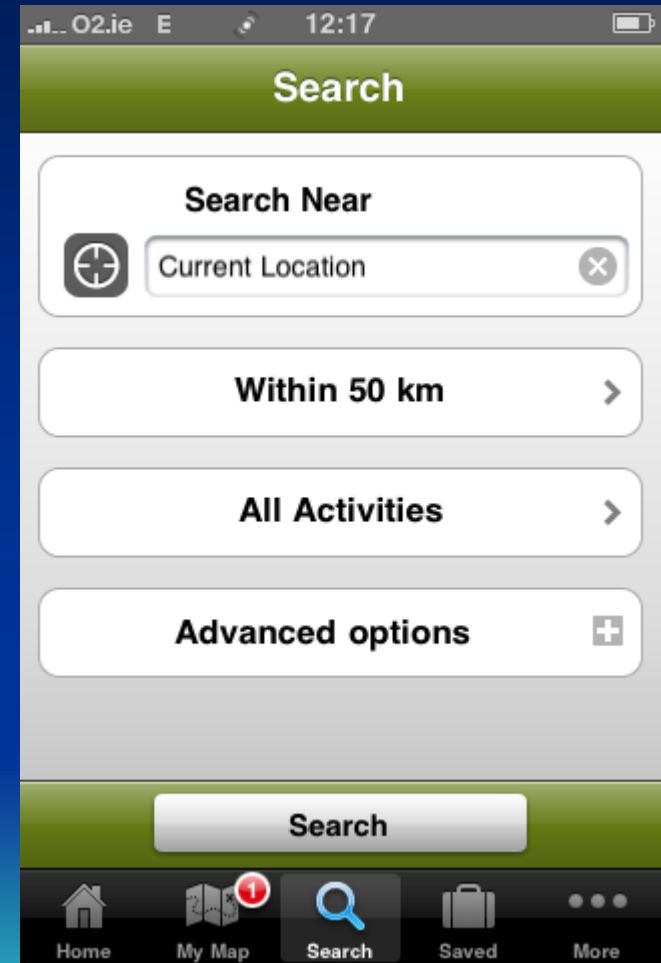
- Set up login (similar to a hotmail or gmail account)



# Trail Kilkenny Digital Guide

Everytrail search screen:

- Select radius of search
- Search from current location
- Search for guides



# Trail Kilkenny Digital Guide

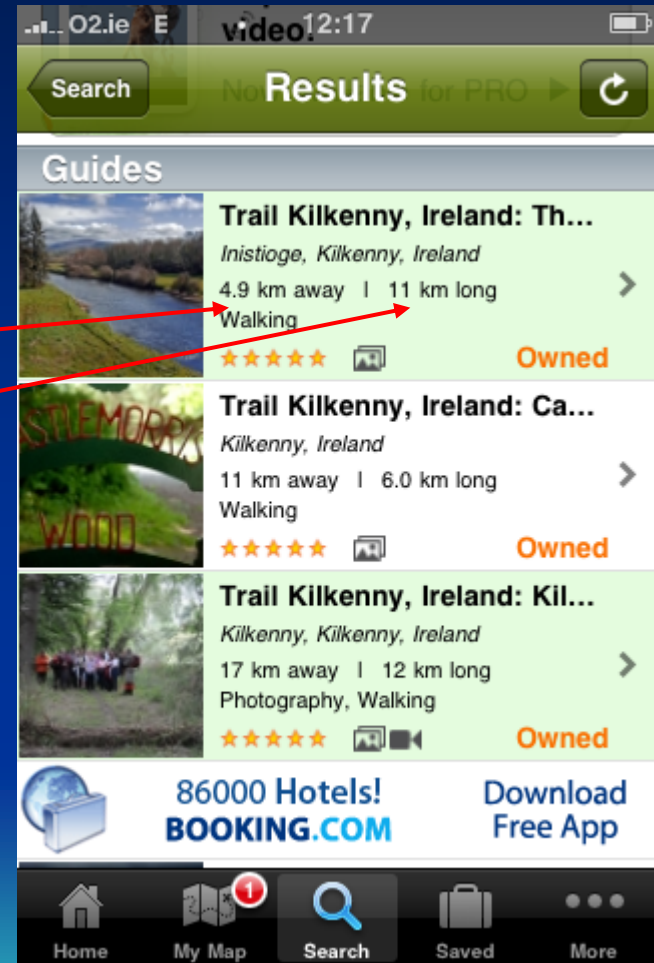
Guides listed by nearest to current location:

Start of the walk is 4.9km away

Length of the walk is 11km

Guide cost €0.78

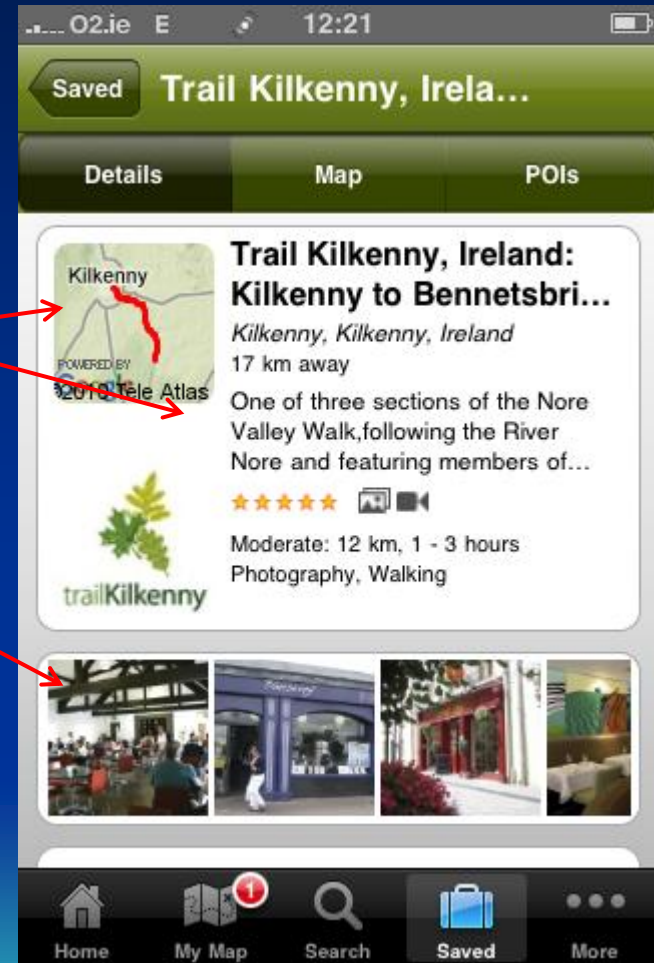
Revenue split between Trail Kilkenny / Everytrail / Apple



# Trail Kilkenny Digital Guide

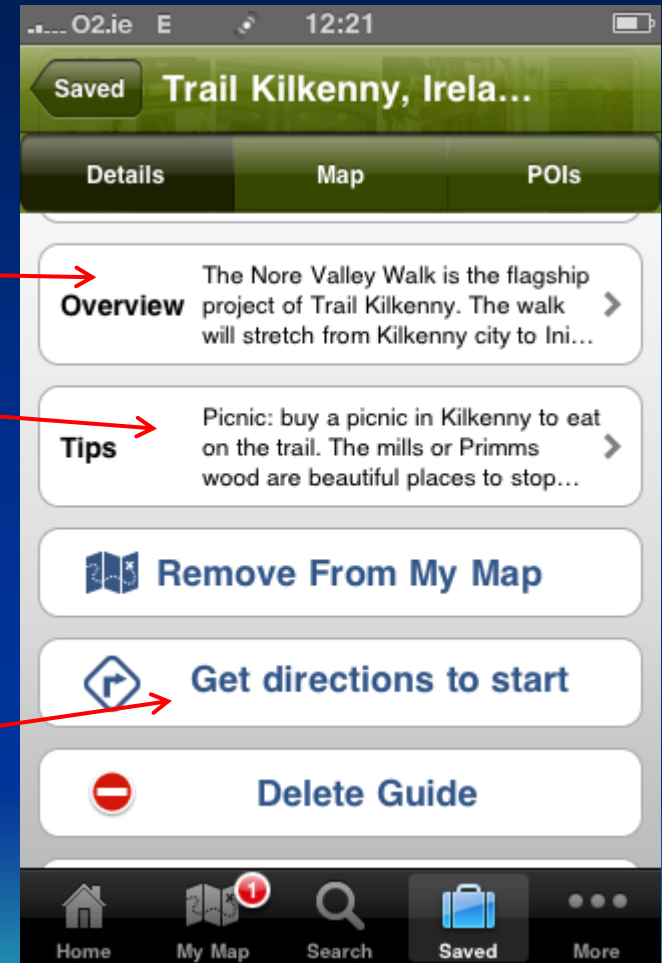
## Details of Trail:

- Short summary
- Map
- Pictures of route



# Trail Kilkenny Digital Guide

- Detailed overview of trail
- Tips about the trail
- Get directions from your current location to the start of the trail

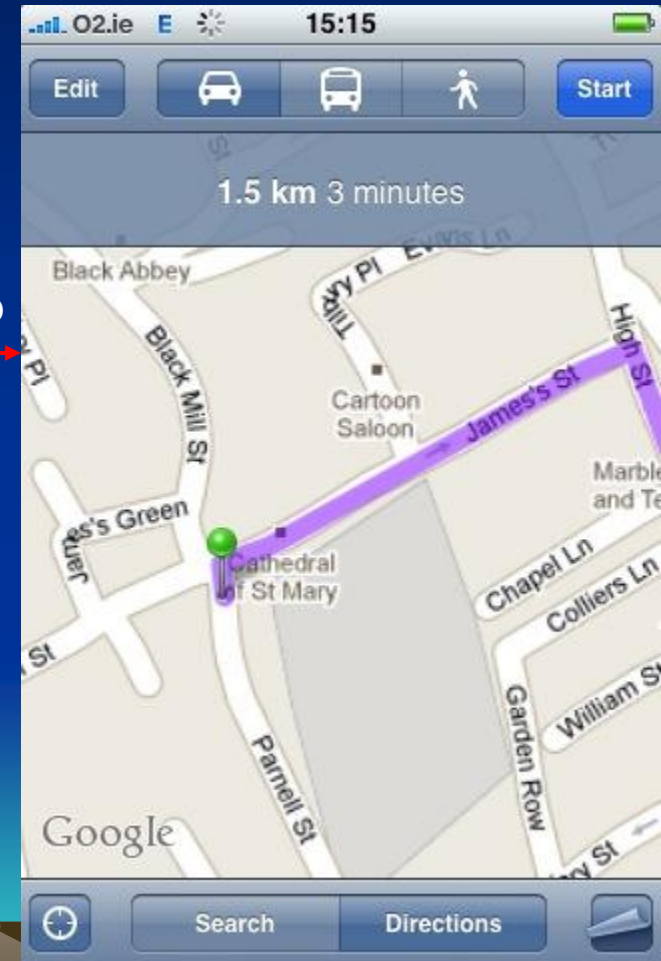


# Trail Kilkenny Digital Guide

Using Googlemaps to get directions to the start of the trail



Zoom in on map



# Trail Kilkenny Digital Guide

Trail guide includes all members of Food and craft trail in the vicinity of the walking trail

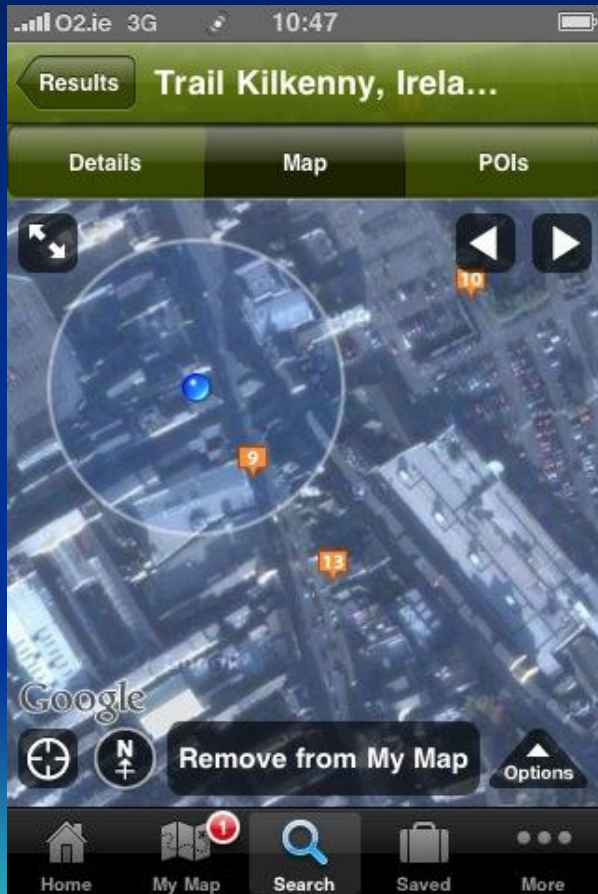
Note:

The blue dot is your location and will move as you move around the area



# Trail Kilkenny Digital Guide

This can be an aerial or map view



# Trail Kilkenny Digital Guide

The user selects the point of interest and it brings up full details



# Trail Kilkenny Digital Guide

If the user want further details they select again



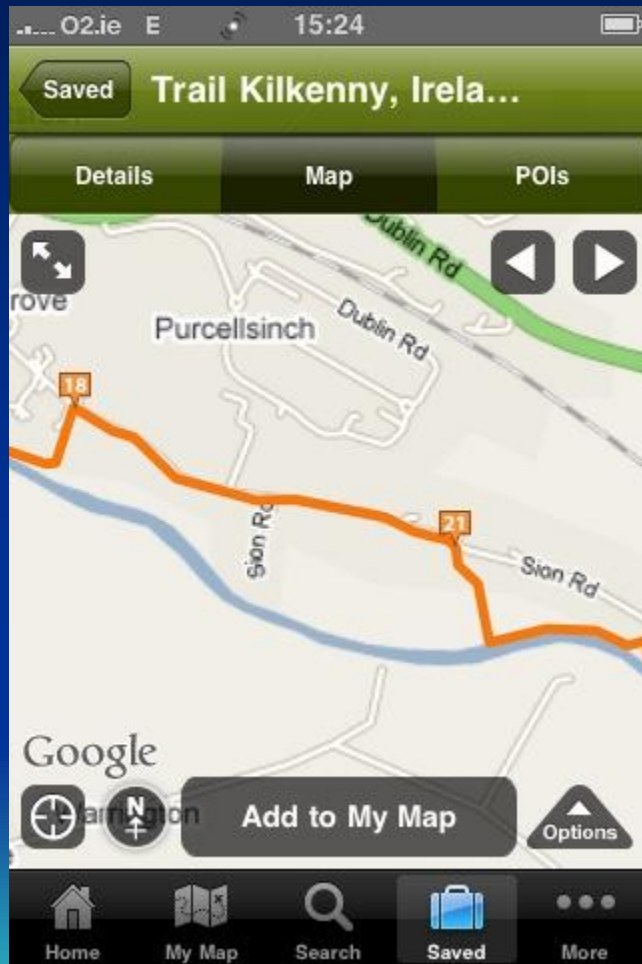
# Trail Kilkenny Digital Guide

When the user is on the walking trail the guide details historical sites, youtube videos and directional information.

Any changes to the guides are automatically updated

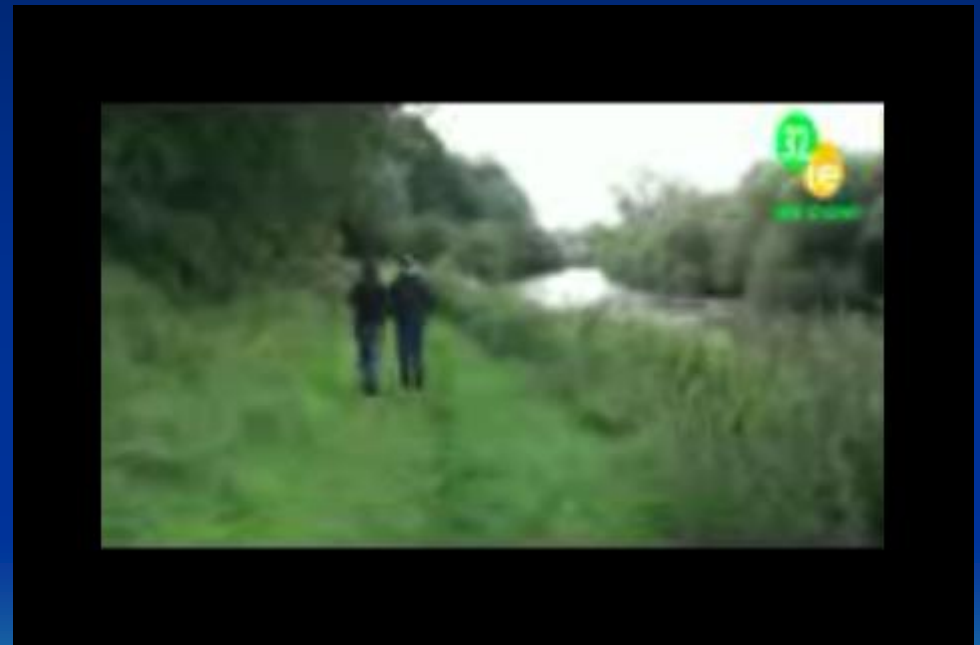
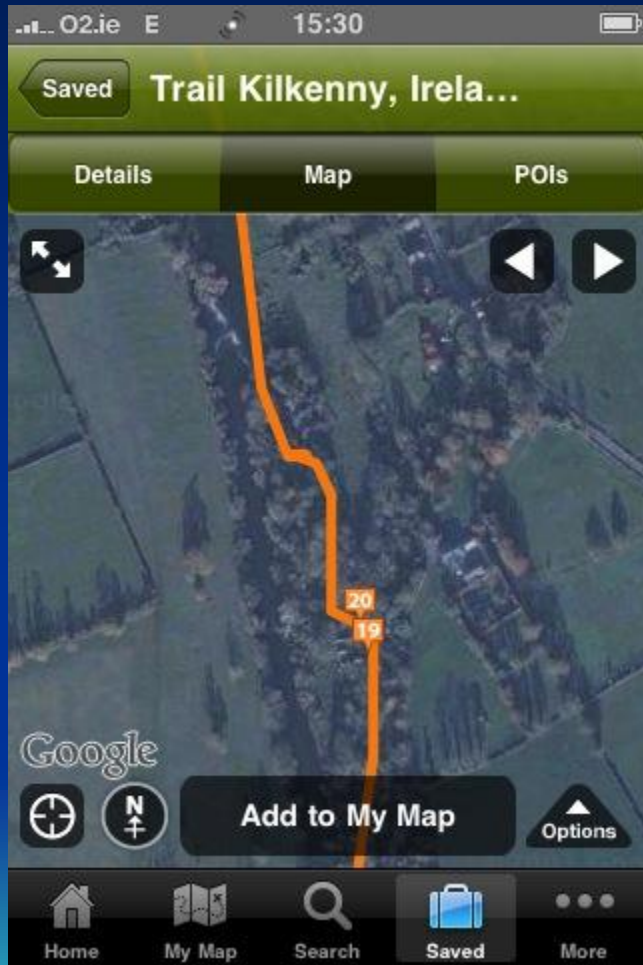


# Picture of stile on Sion road



# Trail Kilkenny Digital Guide

Youtube video in the guide



# Trail Kilkenny Digital Guide

## Key points:

- Location aware walking trail guide
- Automatically updates purchasers of guides as changes are made
- Revenue split between Trail Kilkenny / Everytrail / Apple
- Dedicated partner page on Everytrail website



# Trail Kilkenny Digital Guide

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056 7752111 / 086 0485553

Links:

[www.trailkilkenny.ie](http://www.trailkilkenny.ie)

[www.everytrail.com/partner/trailkilkenny](http://www.everytrail.com/partner/trailkilkenny)