



WESTPORTSM

Jennings Trail Audio Tour

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1 Executive Summary

Otocast is pleased to present our audio guide solution for selected locations for Westport's Jennings Trail. As with many technological solutions, there are a number of ways to approach this request, and we have attempted to address the variations to provide the best solution and associated costs to create an engaging experience for Westport residents and visitors.

Otocast provides a mobile app platform for audio guides. These guides facilitate discovery of recommended “points-of-interest” in any geography and encourage exploration of the surrounding area, which in turn increases engagement and benefits local businesses and economy. The initial version of the app, entitled “Ossining in 3D”, was created in 2013 for a public art exhibition held in honor of the bicentennial celebration in Ossining, NY.

Subsequent to the Ossining implementation, a “platform” version of the app was developed to allow various tours from multiple locations to co-exist in a single application. This approach provides substantial benefits to both tour contributors (a single platform reduces overall maintenance and support efforts) and end-user customers, who no longer have to search for a new app for every location they visit, for every personal interest.

Currently, the app provides access to over 225 guides and 4,500 points-of-interest, for locations across North America and beyond.

Details about the current app and its feature set, as well as forthcoming enhancements appear in the following pages, but in summary, the estimated costs for the Westport-Jennings Trail implementation are:

- Initial setup, configuration and first year support for 27 points-of-interest (English): \$ 3,375
- Annual maintenance after the initial year, for the 27 points-of-interest: \$ 1,350

Optional features

- App setup for second language (Spanish) - additional \$25 per location: \$ 675
- Spanish translation / production services – via sub-contracted third party
 - We work with a number of different translation services, with varying production and recording capabilities. Specifics offerings can be discussed: \$2,500 - \$4,500
 - Note that if you provide the Spanish translations, this line item is not needed

Thank you again for the opportunity to present our services.

2 Functional Specifications

The Otocast platform, with GPS-based mobile app or web interface, will enable the Westport Historic District Commission to inform and engage visitors in a variety of points-of-interest around the airport. The app platform will provide audio narratives for these points-of-interest, as well as potentially supporting information to allow easy access to other areas in / around the airport.

iOS / Android platform support

Otocast has been available for iOS since 2014 and Android since 2015, updating with new features about once per year, with items like gamification, multi-lingual support, and coming soon, a keypad option to facilitate access to specific locations.

Web platform support

There are two version of the Otocast “web app” – one for general web usage, and the other for situations with limited internet access, preloading images, text, and audio assets to allow unencumbered access to the content (the “PWA”). The web interface may also be embedded into a website to provide a fully integrated experience for your site visitors.

The main directory if guides in the PWA can be seen at the following link: <https://app.otocast.com>

Proximity notifications

In the mobile app version, Otocast will notify a user when they are within a pre-defined distance of any touchpoint. The proximity may be specified for each point, or set as a default for all points in a guide. Acknowledging this notification will bring the user into the associated audio guide. The app must be actively running, even if only in the background, for these notifications to occur.



Easy discovery

When the Otocast starts, all currently available content appears in a scrolling, vertical list containing a representative image, city, title and brief description of the guides. Using the mobile device GPS functionality, the app will initially order the guides according to what is geographically closest to the user’s current location, though other means (e.g., search, sort) can be used to access content regardless of location.

Auto-Play

Otocast by default will automatically play an associated audio when a user when is within a pre-defined distance of any point-of-interest. As with the proximity notifications, this distance may be defined for each point, or set as a default of all points in a guide. This feature can be disabled in the “Settings” area of the app.



Audio Transitions

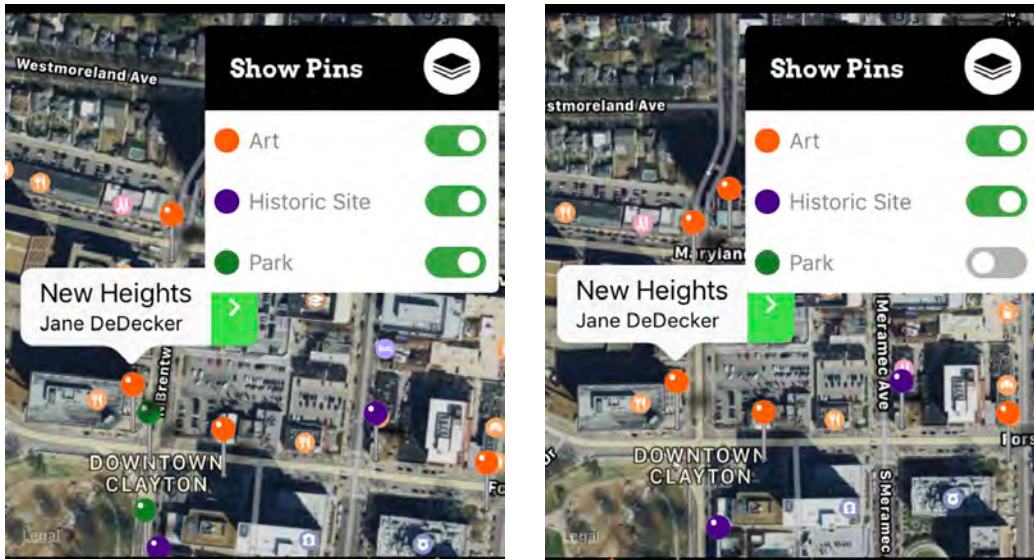
If, while listening to audio associated with a particular touchpoint, a user enters the auto-play radius for a different touchpoint, they will be prompted, via a pop-up message and an audible tone, to make a decision on whether to keep listening to the current audio, or switch to the new one.

This feature also has an override that will not prompt, but instead will automatically advance to the new audio. This override is established in the guide creation process and can be determined by you, not configurable by the end-user.

Multiple Points-of-interest / Layered Content

A single guide may consist of various locations for different “themes”, with each thematic point assigned a specific color. This color is used for the map pin, as well as the border around the additional touchpoint information (i.e., text, images).

An expandable legend explains what the colors represent, and allows users temporarily hide pins that they do not wish to see. As an example, the Clayton, MO, guide shown below highlights public art, historic sites and public parks. Note that we can also place pins so that they are always visible.

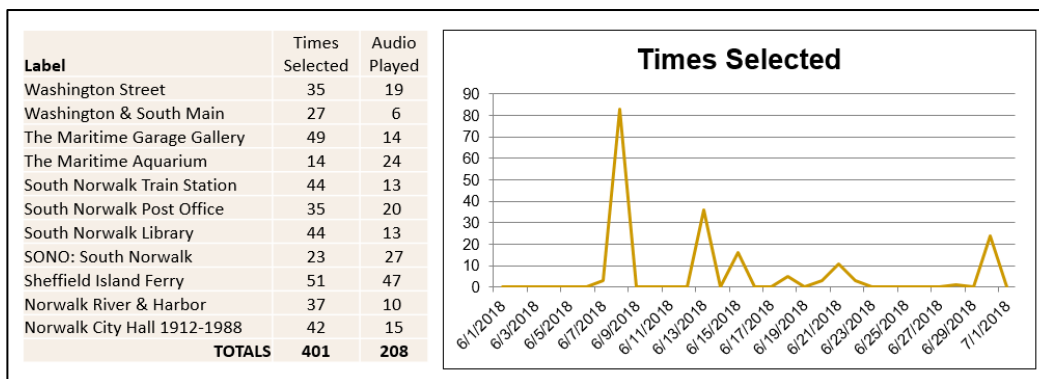


API Support

All content for Otocast is stored in the cloud and is accessible by a set of APIs, which can be used to extract information and, as example, is how we create the web version of the guides.

Analytics

Analytics have been integrated into Otocast since day one, allowing us to provide a variety of information about guide usage. We utilize a service called Mixpanel, which allows us to retain data for five years across both the app and web versions of the guide. A sample output is below:



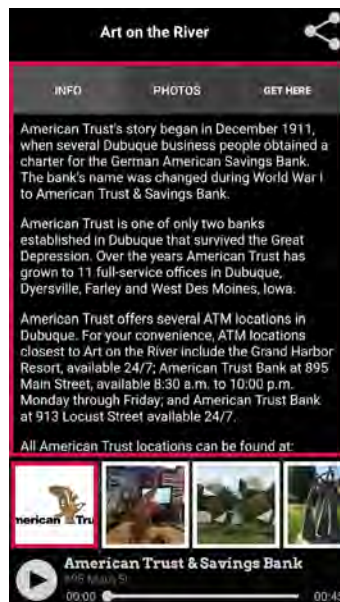
Audio Commentary

“Oto” comes from the Greek word meaning “ear”, and sound/audio has always been a key part of the Otocast experience. In fact, an audio component is required for every touchpoint in the platform.

We also have a long-standing belief that audio is best when it comes from a “person of authority” and when it comes to art, we work with the artist to have them create an audio narrative to include for the touchpoint. We call, email and explain the recording process and offer a number of instructions and technology methods to accomplish the task and take stress out of the experience. To date we have recorded hundreds of artists, in the US and internationally. If the artist has passed, we try to find relatives, agents, partners, and others who can provide a more meaningful narrative. That said, there are times when an authority is not available and we work with you to create the audio experience.

Info Panel / Custom Content

Selecting any touchpoint, either from the map or the thumbnail, will display three panels of information. The first, “INFO”, is akin to a single web page, complete with text, active links (e.g., to an artist website, poll, or to activate a call) and the ability to embed videos. The second, “PHOTOS”, initially displays a larger version of the thumbnail, and can contain any number of associated images. The final section, “GET HERE”, provides door-to-door directions to the touchpoint using the native mapping application on the device.



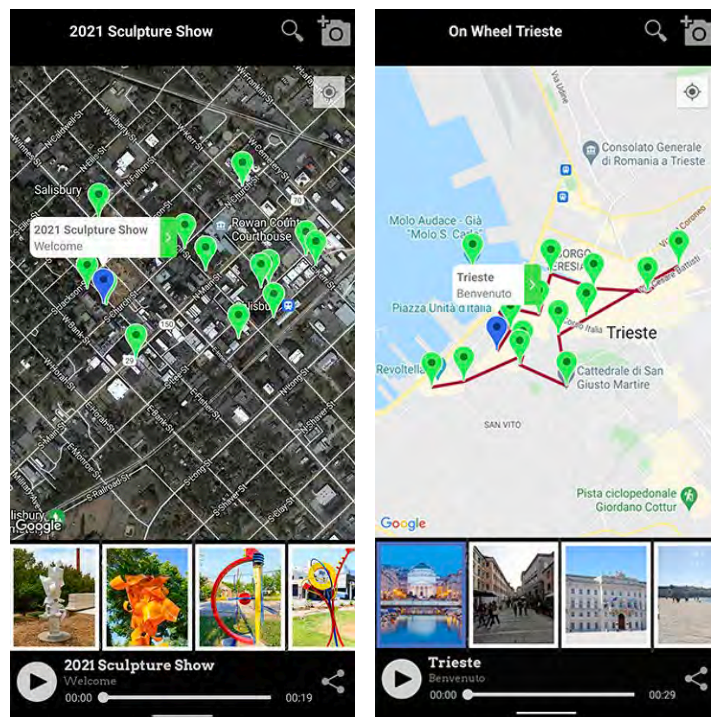
Self-guided / Suggested Route

The touchpoints in a guide are displayed on a map along with the current location of the user, which commonly appears as a blue dot.

Beneath the map are representative thumbnail images.

This presentation allows the user to select and visit the touchpoints that are most interesting to them, without being required to see them in a pre-defined order.

We can however, suggest a route by adding a line that connects pins on the map. Note that there can be only one suggested route, though not every touchpoint needs to be on it. In the parlance of the app, we refer to “on route” or “off route” locations.



Social Media Integration

The “share” icon that appears by the thumbnail images of a guide allows the currently selected photo to be shared to any service configured on the phone (e.g., Twitter, Facebook, Instagram, email, text messaging, etc.).

Selfies

The “camera” icon that appears in the top right corner of the guide allows the user to access the camera for front facing or selfie images. As with the thumbnail images, these photos can be shared to a variety of services.

Splash page

Every guide has the option to be configured with a splash page, which will be displayed after someone selects the guide from the Otocast main menu, and before arriving at the guide details. The splash page is a square JPG image, typically 900 x 900 pixels, and can be changed as often as desired.

The following are examples of some splash pages that have been implemented.



Bluetooth Beacon Support

Our integrated support for Bluetooth beacons facilitates the ability to provide more discrete functions when GPS is not available or feasible, such as for multi-floor indoor locations, or outdoor locations that are extremely close together.

The beacons act as proximity “triggers” that can initiate a variety of actions in the app when someone enters the pre-determined radius (from approximately 1 foot to 200 feet):

- Position a guide to the desired point of interest (“POI”)
- Begin playback of the associated audio file for that POI.
- ‘Unlock’ content that was previously and intentionally hidden.
 - Until the content is made visible, a notification message may be displayed, e.g., “more information will be made available once you visit”.

Depending upon the specific requirements, beacons may be a viable option for your implementation, but may not be necessary with the forthcoming inclusion of a keypad.

Please see Appendix 1 for more detailed information about beacon support.

Gamification

Otocast proves the option for you to enhance visitor engagement by offering a digital passport of sorts, where users can earn virtual badges when they visit designated locations. You can associate badges with any number of your touchpoints, and when people visit them (determined by their GPS location) the badge is awarded when a user gets within a pre-defined radius of a given touchpoint, they will earn the badge for that location. When they earn all the required badges, an email will be sent to them explaining what happens next (e.g., stop in to pick up a prize, notify them that they’ve been entered into a prize drawing, etc.). Note that this is the only feature within Otocast that required personal information – an email address, so that we can notify them of their reward status.



Please see Appendix 2 for more detailed information about Otocast gamification.

Dial-up Audio

Otocast has an agreement with the service GoToMeeting, which provides virtual telephone and online meeting services. With this service, we can configure a phone number for you, with any number of “extensions” that can be used to access audio for the various touchpoints. The offering is optional and incurs an additional fee.

Data Security and Accessibility

Otocast stores its data across multiple cloud-based services. The primary guide content is stored with Digital Ocean, while the gamification content is stored with Amazon Web Services (AWS).

Being cloud-based, the app content is always available to be updated, and users will automatically receive the new content without having to re-download the app, usually within one day.

User Security

Except in the case of gamification, where users need to register with an email (or AppleID, which hides the actual email), Otocast does not collect or store any user information. The emails are not shared with any outside entity and are only used to uniquely identify a user’s gamification progress and to notify them of their status.

Any additional data that is collected, as for analytics, is completely anonymous.

3 Additional Product Features and Services

3.1 Search

3.1.1 Main screen

Any term entered into this search bar will result in a display of all guides containing that term, whether it is an artist name, city, or a single word. In the example below, the search term, “Carolina” returns all guides in the Carolinas, as well as any guides that contain the word Carolina, like a guide in Tulsa, OK, which has a piece by Patrick Dougherty, raised in North Carolina.



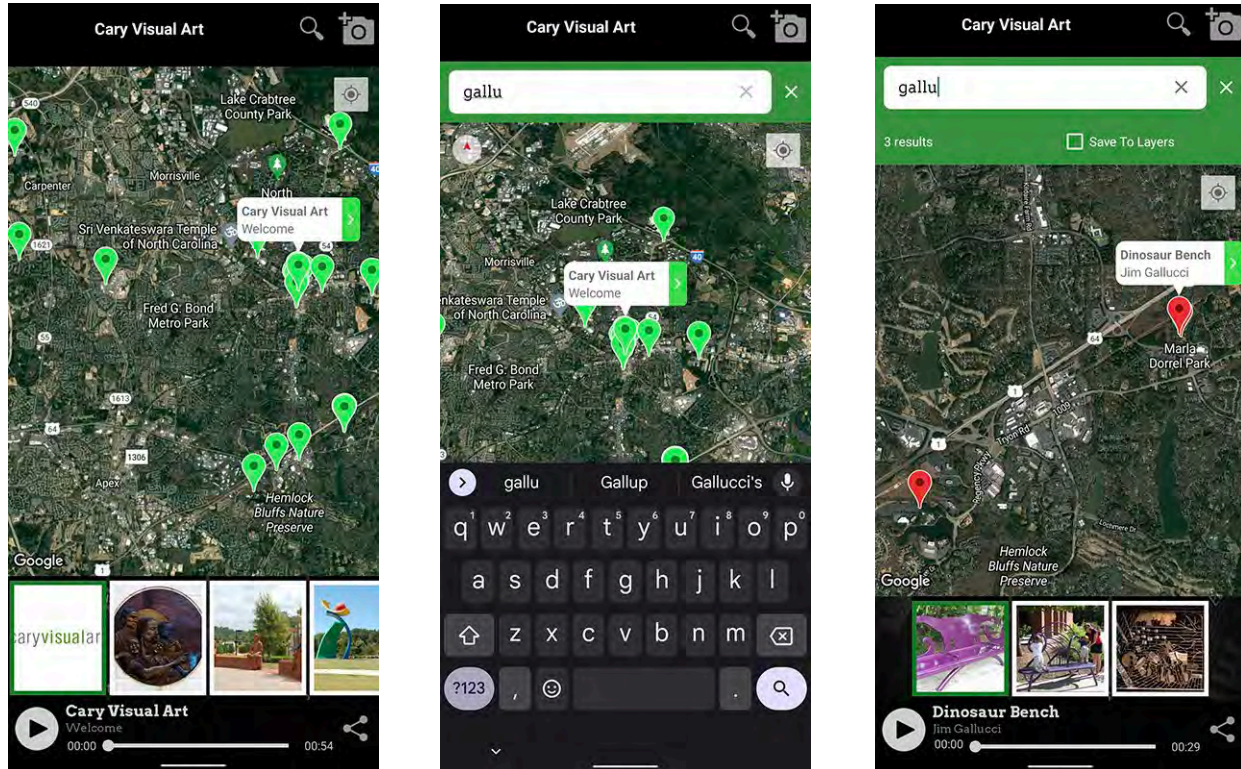
Initial Otocast Screen



Search Results

3.1.2 Inside A Guide

Entering a search term here (click the magnifying glass) will filter the guide touchpoints and return those containing the desired term.



In the example above, the initial Cary guide has twenty-two touchpoints, but after the search, we can refine our view to display the three pieces by artist Jim Gallucci.

3.2 Other Main Screen Options

3.2.1 Cities

Selecting this option will display an alphabetical listing (by city) of the guides in the app.

3.2.2 Settings

The settings area has two sections. The first allow users to sign in/register for gamification experiences and the second lets users turn on/off the AutoPlay feature.

3.3 Tour Content

3.3.1 Types

Tours/guides can be created for any theme, and for any duration, whether major venues, temporary exhibits, historic landmarks, nature trails, general points-of-interest, etc. A guide can have a single location, or as many as make sense for your needs. We have also created guides for as short as a single day's event, and for permanent historic and natural locations.

3.3.2 Points-of-interest

Each touchpoint in a guide requires the following pieces of information:

- Name/Title
 - An optional sub-title may also be provided.
 - Ex: Innovation Cornerstone / Randy Walker
- Location
 - As the app is GPS-based, we use the longitude / latitude for a given location, typically obtained from Google maps or similar utilities.
 - Ex: 36.07586751006159, -79.7826566999503
- Text description
 - In addition to general descriptions, this can contain active HTML links, images and embedded video.
 - Ex: "...My inspiration also emerges from the less audible, more mysterious inner dialogues ..."
- Photos
 - There is no upper limit to the number that can be included, though there must be at least one.
 - We use JPG images but will manage all conversion and resizing should you have other formats
- Audio
 - Generally less than two and a half minutes, but this is not a hard/fast rule. If someone has more to say – great. The gist of the audio is not to repeat what is in print, but to create a deeper engagement with the audience.
 - We use MP3 files but will manage all conversion and editing should you have other formats. We can also provide writing and additional production services if desired.

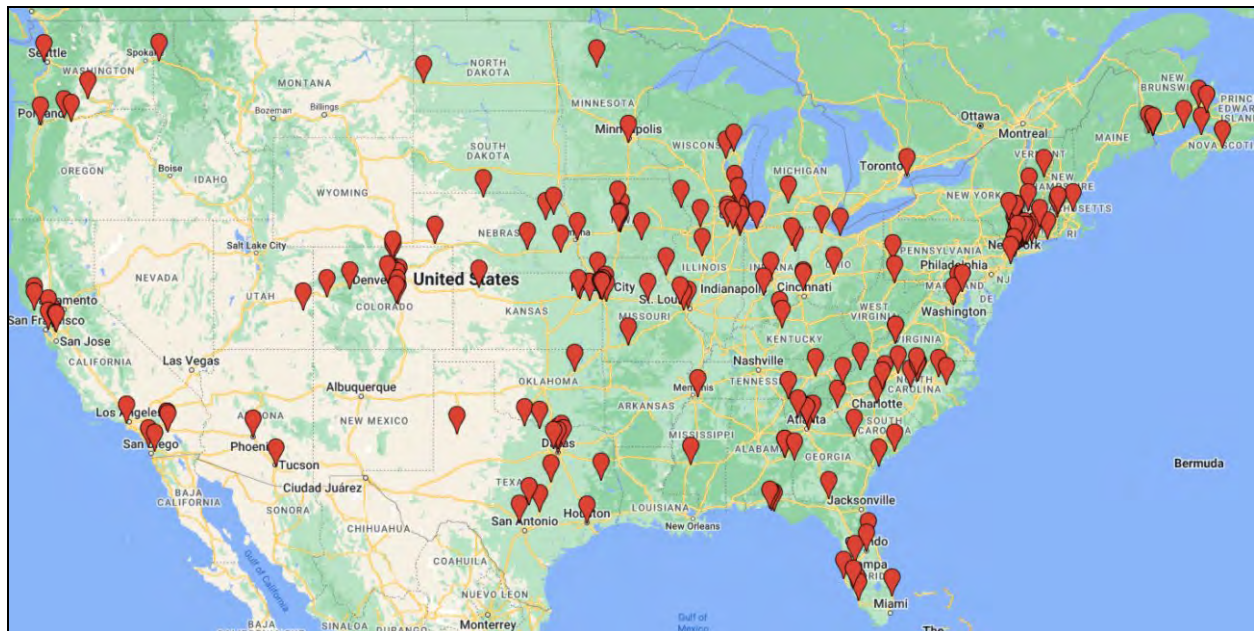
3.3.3 Tour Creation and Training

Gathering information about the tour will be a collaborative effort between the Westport Historic District Commission and Otocast. Audio recordings may be done in person, or remotely, through various utilities on smartphones or computers. All content will be reviewed by you for accuracy and any desired modifications.

Otocast understands that resources are always an issue, and we try to minimize any significant effort needed from you or your team. To facilitate the creation of the guide, there is no new software or systems that you need to learn. On average, our customers spend less than two hours working on a guide in its entirety; we do most of the work. We will also accommodate whatever tools and technologies with which you are most comfortable (e.g., spreadsheet, Dropbox, Google Drive, email) so you do not need to have the guide creation process be an additional burden on your daily workload. We will also provide QR codes and sample verbiage for inclusion in press releases, brochures and maps to direct visitors to the proper app store to get the guide.

3.4 Otocast Footprint

Otocast works with a variety of organizations to promote local attractions. To date we have created guides in over 165 cities throughout North America, across 32 states, as well as in Canada and Europe. The following map illustrates our partner locations in North America.



More information about the partners, as well as links to news articles and a promotional video created for one of our guides can be seen at our website: www.otocast.com.

3.5 Product Support

Although Otocast is a free download, consumers still expect it to work correctly and bug-free. Anything other than that will reflect poorly on you and your customers.

Otocast has provided hundreds of guides over the years to users from nearly every state in the nation, and more than 105 countries, for both major mobile operating environments. We have done this without the need for paid technical support. Nevertheless, our technical team monitors app performance for the slightest indication of technical issues so that we can address them and continue to offer a solid service. The advantage to you is that if a technical issue is ever identified in one guide, the issue is corrected for all guides. In other words, you are not a ‘guinea pig’ but the beneficiary of a stable and tested technical framework that has been rolled out broadly and successfully for years.

We are available via email for any end user of the application and respond within hours, by phone if a number is provided.

3.6 Marketing

To encourage usage of the app, various efforts have been undertaken to promote its availability, including videos, social media, websites, printed brochures and maps, window decals, and signage.

Some examples are:

Napa ArtWalk - brochure



Sculpture Fields (Chattanooga) – plaque





Bookmarks created for the Oak Park, IL sculpture walk. These were provided to stores and businesses in the neighborhood.



Council Bluffs, IA

Posted signs at historic locations throughout the Town of Cortlandt.

Louise.Coffey-Webb@culvercity.org

310-253-6001

Council Bluffs Public Art

4 Associated Fees

4.1 Core Audio Guide

To provide a base level for the application development as described in this document, the typical fee structure is as follows:

Setup/configuration – This includes everything needed to put the guide together, and support it for the initial year after it goes live and is available to the public - whether it is updating the text, audio, photos, or locations. It is priced at \$125 per point-of-interest for “small” implementations (less than 50 locations). For the 27 expected locations in your guide, the fee would be \$3,375.

We also recommend a “welcome” entry for your guide, which can be useful to establish the context and tone for the guide – this has no associated fee.

Annual Maintenance – Beginning on the first anniversary of the guide, there will be an annual maintenance fee of \$60 per point-of-interest, but we are happy to reduce this to \$50, to correspond to previous billing for Westport entities. This results in total of \$1,350.

Local Sponsorship – If you are interested in including advertisers/sponsors in the guide, there are a few ways to include them, such as with their own touchpoint, or included on a splash page. 50% of the sponsorship revenue is credited against your fee.

4.2 Gamification

Adding gamification features to a guide incurs an additional fee due to the extra server requirements, badge/icon development, and testing.

The associated fee is \$750 per event.

4.3 Multi-lingual

There is no limit to the number of alternate languages that can be included in a guide. The alternate language can apply to audio and/or the text of the point-of-interest.

The associated fee is \$25 per point-of-interest for the first additional language, and \$10 per point-of-interest for each language thereafter.

This is a one-time fee.

We work with a number of providers who can supply audio production and translation services. Fees vary based upon specific needs, with text translation fees around \$0.30 per word and audio production ranging from \$600 - \$2,500 / hour for studio time.

4.4 Additional Items

Dial-up option – Otocast procures this service from GoToMeeting, and if implemented, would incur an additional annual fee of \$500 for setup, configuration, and maintenance.

Beacons – If Bluetooth beacons were required, they would need to be purchased at a cost of approximately \$50 - \$70 per beacon, depending on the type. This would be a one-time fee.

Otocast is always working to extend its functionality to provide the best service and features. Although we have a planned roadmap of forthcoming updates, we are always happy to discuss enhancements to accommodate your immediate needs.

Printable map – If you would like a printable version, or variation of the map generated in the Otocast guide, we can provide a customized high-resolution Photoshop or JPG file. An example of a recent map is below. The fee is \$500.

Unity in Art: A Walking Tour of the City of Dallas Diverse Public Art Collection

Dallas is the first Certified Welcoming City in the state of Texas. Embark on a journey through our vibrant public arts scene with this map designed to showcase the rich tapestry of creativity across our diverse neighborhoods.

As Dallas works towards a more equitable and connected community, we invite you to explore Dallas's history and culture through our local public art installations, aimed at fostering meaningful experiences.

Go inside City Hall to take a photo with the I Love Dallas installation!

Arts & Culture

<p>1 Floating Sculpture - Marta Pan</p> <p>2 The Dallas Piece - Henry Moore</p> <p>3 Hands of Progress - Jeff Garrison</p> <p>4 Images of the City - Brad Goldberg</p> <p>5 Shadowlines at Martyrs Park - Resite Studios</p> <p>6 Square Forms with Circle - Barbara Hepworth</p> <p>7 The Book Family - Xavier Corbero</p> <p>8 Textured Screen - Harry Bertoia</p> <p>9 Adelfa Botello Callejo - German Michel Leal</p> <p>10 Astral Flower - Jose Luis Sanchez</p> <p>11 Cancer Survivor's Memorial - Victor Salmones</p> <p>12 Genesis, the Gift of Life - Miguel Covarrubias de Musica - Eduardo Chillida</p> <p>13 Trinity Windows - Octavio Medelin</p> <p>14 Paradise Garden Wall - Carolyn Brown</p> <p>15 Santos Rodriguez - Seth Vandable</p> <p>16 Our Hispanic Roots - Juan Manuel Campos</p> <p>18 Guardian of the DREAMers - Eliseo Garcia</p>	<p>19 Orientations - Celia Alvarez Munoz</p> <p>20 Brush Pile of the Imagination - Cesar Martinez</p> <p>21 El Tiempo Borro Todo - Cesar Martinez</p> <p>22 Latino Cultural Center Ceremonial Shovels</p> <p>23 Comandante Marcos - Sal Barron</p> <p>24 Catch - Terri Stone</p> <p>25 Freedman's Memorial Cemetery - David Newton</p> <p>26 African Contribution to the World - Emanuel Gillespie</p> <p>27 Rhythmic Tools - Anita Holman Knox</p> <p>28 Spirit of the Centennial - Raoul Josset</p> <p>29 Motion - Carlo Ciampaglia</p> <p>30 Centennial Building - Pierre Bourdelle</p> <p>31 Contralto and Tenor - David Newton</p> <p>32 Berlin Bear - Kilom</p> <p>33 Allegorical Figure of the State Fair of Texas - Jose Martin</p> <p>34 James W Fannin - Pompeo Luigi Coppini</p> <p>35 Tejas Warrior - Allie Victoria Tennant</p>	<p>36 Texas Woolfus - David Newton</p> <p>37 Imago - i.e. creative</p> <p>38 The Gossip - Bjorn Winblad</p> <p>39 Fire Station 44 - Dan Brooks</p> <p>40 Remembrance and Contemplation - George W Moseley</p> <p>41 Martin Luther King Jr - Walter Winn Jr</p>
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Scan the QR code to access artists' statements, directions, photos, and more - all for free!

Otocast
SEE WHAT YOU HEAR

5 Appendix 1 – Bluetooth Beacons

Bluetooth beacons facilitate the ability to provide more discrete audio guide functions when GPS is not available or feasible, particularly for more densely packed indoor locations, or even outdoor locations that are close together, like adjacent storefronts.

What is a beacon?

Simply speaking, Bluetooth beacons are hardware transmitters that broadcast their unique ID to nearby devices. Beacons are small (approximately 2 inch square) and operate on coin-sized batteries that typically last 2-3 years. Beacons come in different varieties, designed for both indoor and outdoor usage, and are available as USB or standard electrical power supplies.

How expensive are beacons?

Battery-powered indoor beacons are about \$40 each, and outdoor beacons are about \$60. Beacons with a dedicated power supply are a bit more expensive, potentially \$100 apiece.

Example use case –

A gallery places beacons in various rooms of their facility, or even a few beacons in the same room. As an app user approaches the area associated with beacon “1”, the app will recognize the ID of the beacon and:

- 1 – Advance to the POI entry associated with the beacon
- 2 - Automatically play the audio associated with the touch tank.

If the customer walks out of range, the audio keeps playing until one of the following:

- 1 – The customer stops it manually
- 2 – The audio reaches its completion
- 3 – The customer enters another hot-spot radius, at which point, the user will be prompted to continue with the first audio, or switch to the new one.

Additionally, Otocast will allow some content to be “hidden” until a user enters the beacon radius, providing information that can only be accessed when a user is in the vicinity.

Customer example



The Huntsman Marine Science Centre is located in St. Andrews, New Brunswick, Canada. In addition to providing marine research facilities, the Huntsman also includes an aquarium, family activities, and an educational facility.

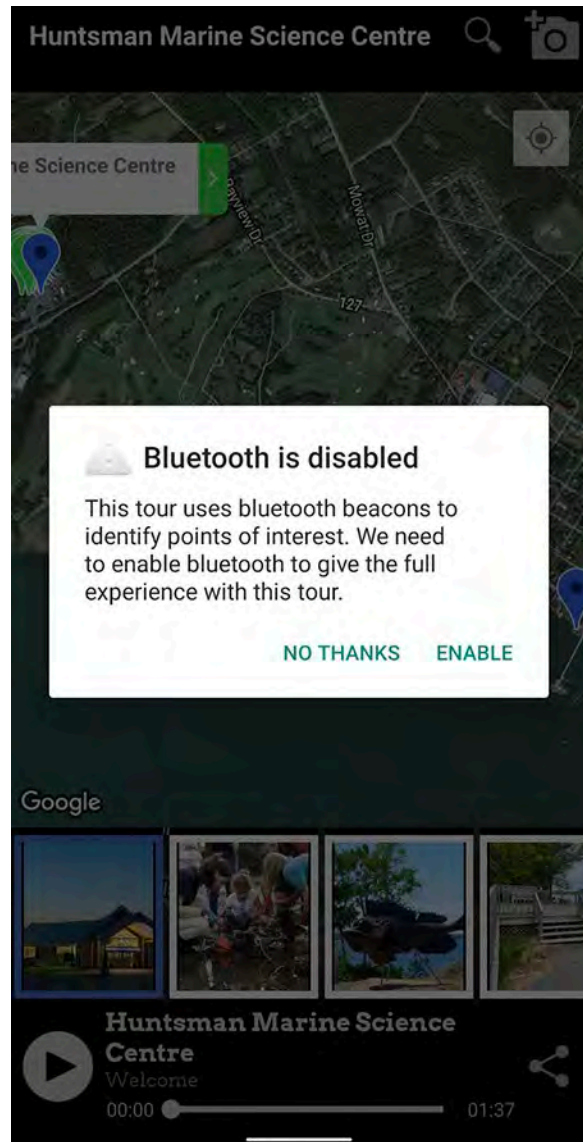
An audio guide was created in June 2021 to offer information for eleven locations, ten in and around the aquarium, and one located about 2 miles away in downtown St. Andrews.

All indoor locations and a few outdoor locations are equipped with a beacon, and a few other outdoor points-of-interest (“POI”) rely on GPS coordinates.

Because the guide is enabled for Bluetooth beacons, when it is selected, the app verifies that the phone/tablet has Bluetooth turned on. If not, they will see a message similar to the one on the right.

On Android devices the app can, with approval of the user, enable Bluetooth.

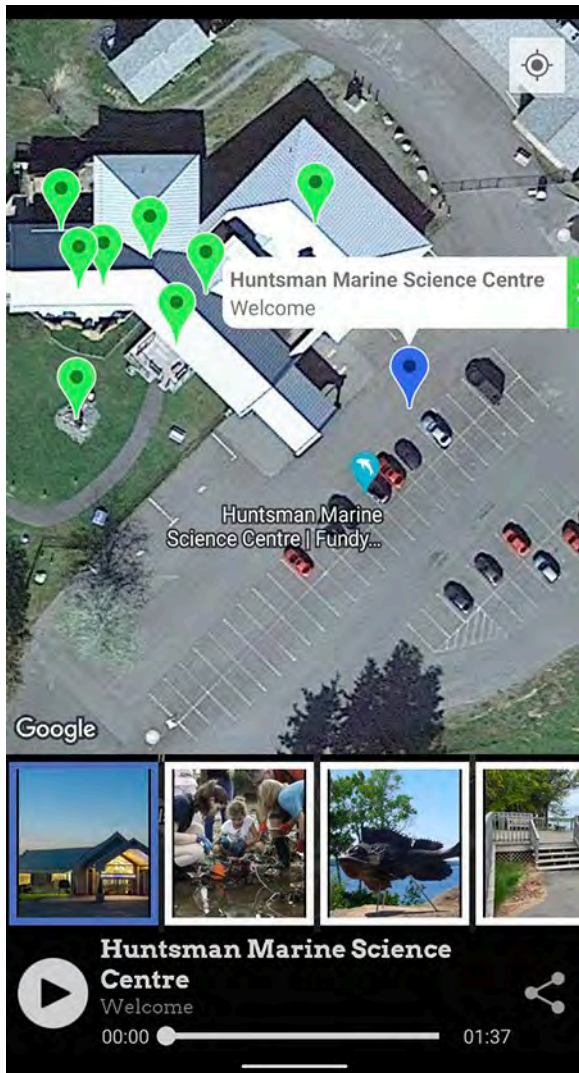
On Apple devices, the user must do this themselves, in the phone settings.



Once Bluetooth is enabled, the guide will appear, displaying the various POI and associated thumbnail images.

For the “Welcome” entry, as shown below, there is no associated beacon, and a user can immediately play the audio, look at photos, and read descriptive text.

The location information for this POI was entered using GPS coordinates.



Guide overview, with ‘welcome’ selected

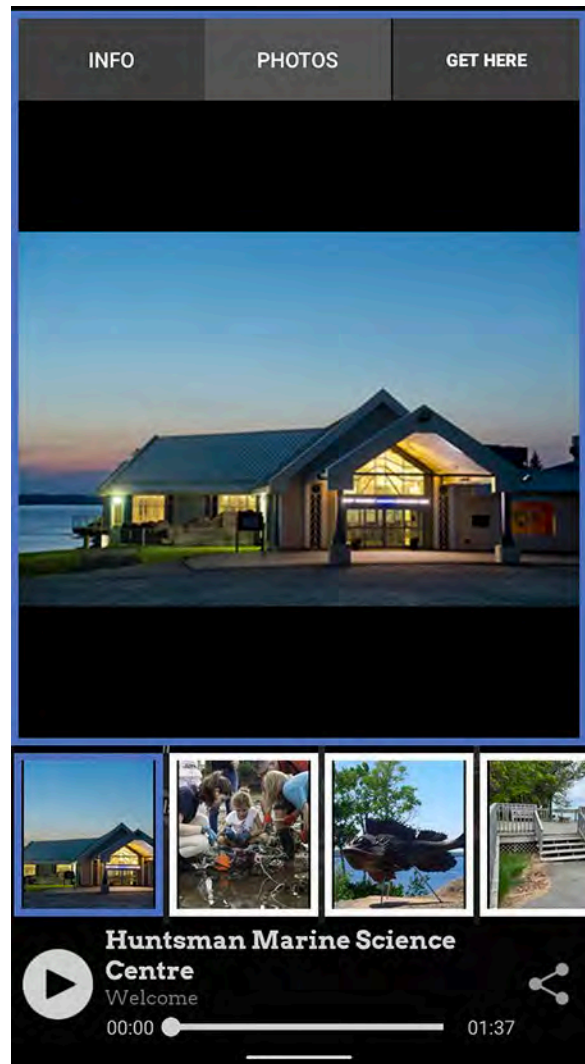


Photo tab of the ‘welcome’ POI



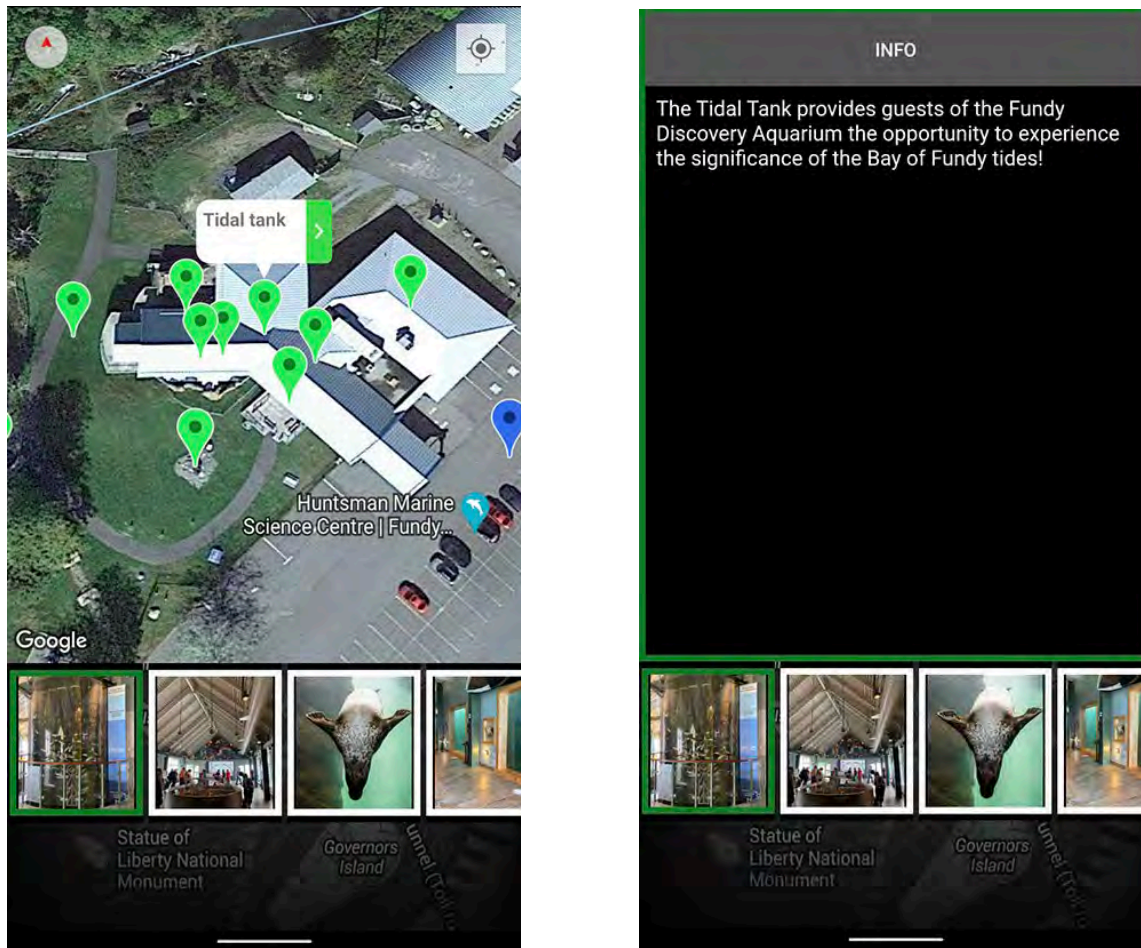
Info tab of the 'welcome' POI

In contrast, the POI for the 'Tidal tank', which is located inside the facility, is associated with a Bluetooth beacon.

For this project, we opted to "lock" information for indoor locations, revealing information only to users who have paid admission and entered the facility.

As shown below, if a user selects that location and they are not in proximity to the beacon, they will not have access to the POI detail information (i.e., photos, audio, and full text description). They can however see a separate message to gain some understanding of the POI.

Once the user is in proximity to the Bluetooth beacon, the complete content will “unlock” and will populate the guide.



General setup

Each of the internal POI was configured with different activation distances depending upon the physical layout of the rooms, ranging from 1 to 7 meters, though the range of a beacon can reach up to 70 meters.

These distances were determined through coordination with onsite personnel at the aquarium and a few rounds of testing to ensure that Bluetooth areas did not overlap and cause confusion or annoyance for the visitors.

6 Appendix 2 - Gamification

Introduction

Gamification is a methodology that applies traditional gaming elements to business applications in order to stimulate a user's engagement and involvement through various types of motivation. Otocast has included gamification concepts as an optional guide component to allow increased interaction as users visit points of interest, and also provide opportunity for encouraging businesses to participate through awarding of prizes and/or being included as one of the guide locations.

Some core components of gamification techniques, and ones that we have included in the Otocast implementations are:

Badges

A widely used device, badges are simple graphics, akin to "ribbons" that show a user's progress for completing a task, such as visiting a location. Badges allow the user to feel skilled, and strengthens their connection with the contents of the guide.

Achievement Levels

Levels are a way to monitor and display a user's progress.

Rewards

In addition to the implicit satisfaction derived from achieving various levels, Otocast facilitates a reward system, where users can, by reaching the top achievement level, win a prize, or be entered into a prize drawing.

Specific to Otocast, points-of-interest can be assigned to multiple categories, each of which has an associated digital badge. Each category can, in turn, have multiple levels to encourage continual progress. Badges and current levels, are visible in a personal "library" area and their status is displayed in several illustrated ways.

Users subscribe to a guide with their email address or AppleID in order to participate. This creates a unique entry for the user that allows them to maintain their levels and badges even if they switch to a new device. Once subscribed, the app will automatically "check in" to a point of interest when a user enters a pre-determined radius. The app does not need to be "active" – but does need to be open on the user's device. This check-in will increment their user's tally toward achieving levels and associated badges and rewards.

Once a badge is achieved, an email is sent to the user, which could contain any number of messages, such as prize notifications, entry forms, and general contest/sponsor information.

The following pages illustrate the badge experience.

Example 1 – Kansas City Coffee Trip

KC Destinations is a membership organization of cities located in the Kansas City metro region. Otocast partnered with KC Destinations to produce a tour of coffee houses in the area. Fourteen cities participated in the tour, each of which provided information about a single coffee house in their city. KC Destinations decided to award a prize (a coffee tumbler) to anyone who visited any five of the listed coffee houses.

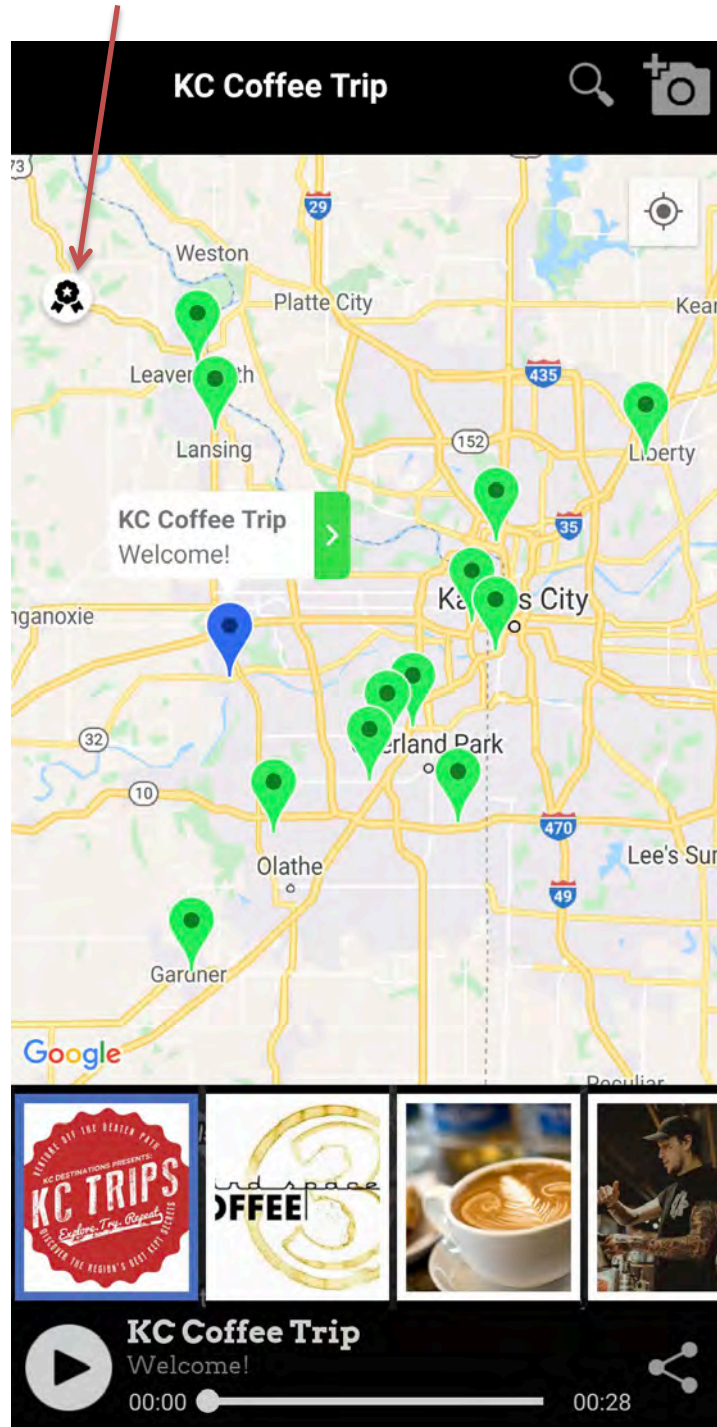
The “Coffee Trip,” as it was called, is promoted on the KC Destinations website as well as on Facebook and Instagram accounts for the various cities and coffee houses.

When the user enters the guide via the Otocast app, they are immediately presented with a Splash Page that provides simple instructions on how to participate:

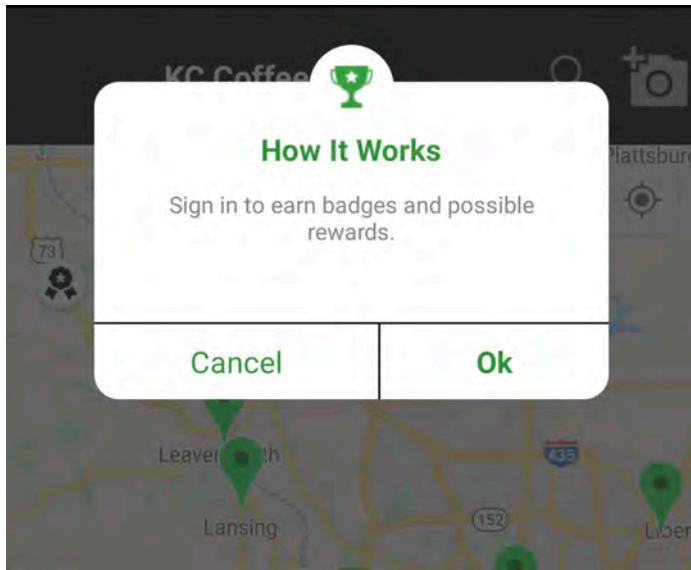


After pressing "Continue", the user is brought into the coffee house guide. Because we have specified locations in this guide that can accrue badges, a ribbon icon appears in the top left corner.

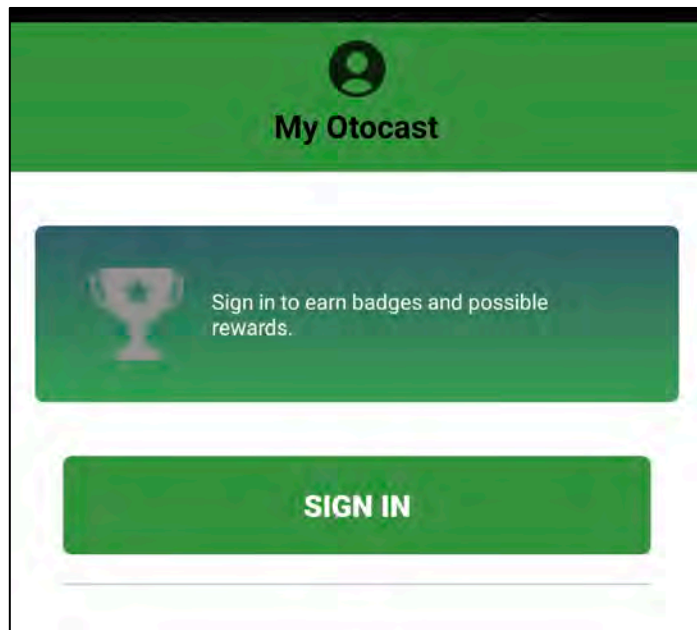
This icon is used to initially register for the guide and subsequently see progress in the challenge.



The first time that the user taps the ribbon, they are prompted to subscribe/register to participate in the badge challenge:



Clicking 'Ok' begins the registration process:



When Android users Sign In, they will be presented with the following.

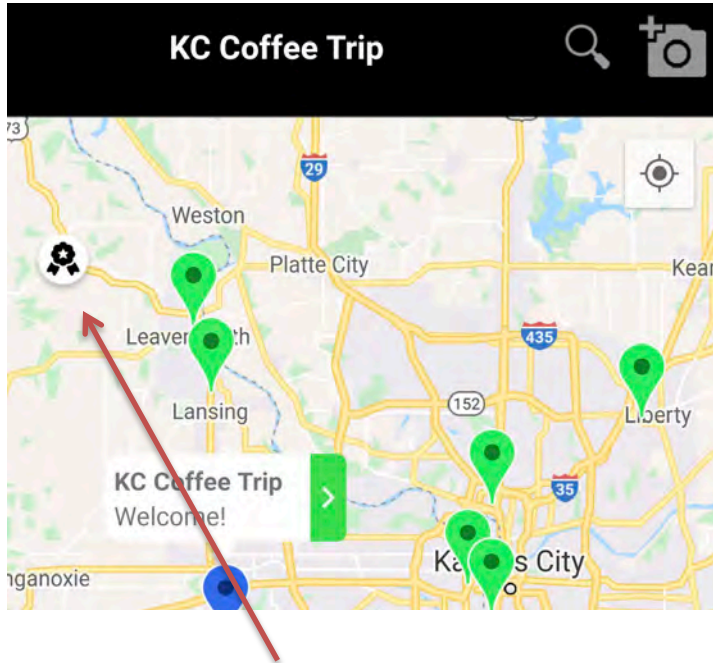


If the user has registered their phone with a google ID, they can choose the first option,

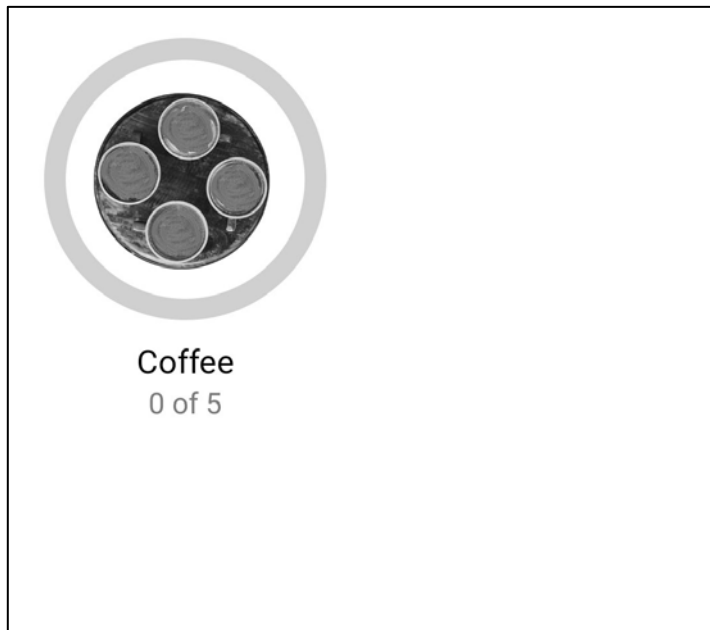
else any email can be used to register for the badge challenge.

Apple users are asked to use their AppleID instead of the Google option.

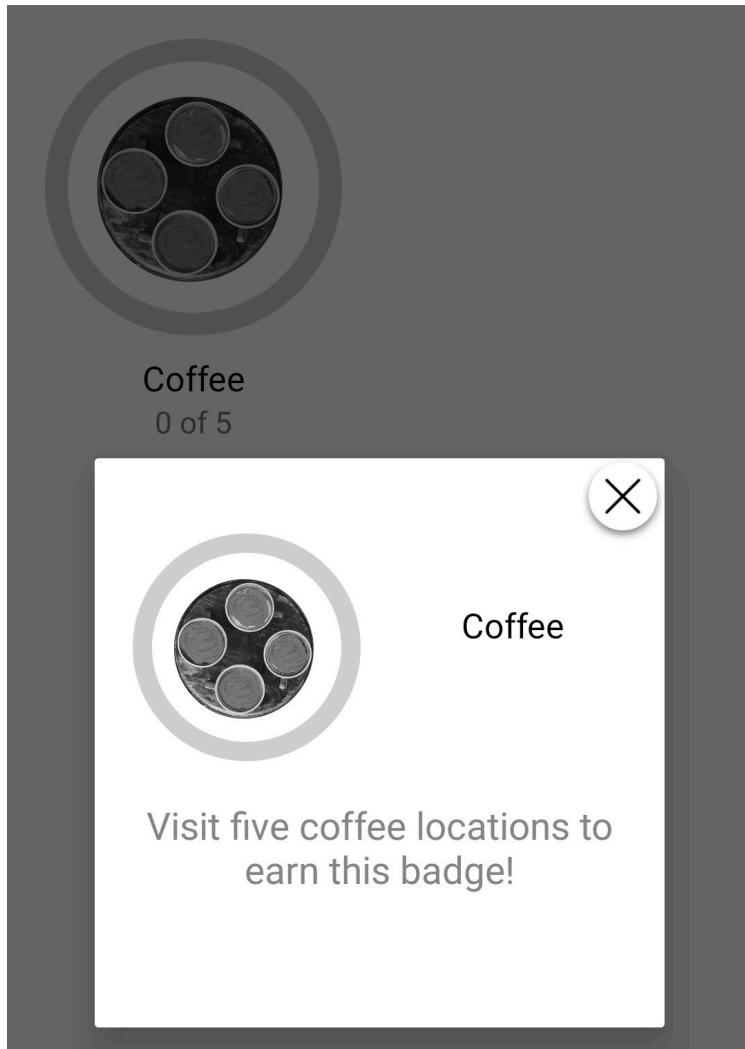
Signing in is generally a one-time action. Once signed in, the user will stay signed in, unless they opt to intentionally sign-out.



Once signed in, tapping the ribbon will display the available badges and overall status in the guide challenge:



Tapping the icon will additionally display the actions required to achieve the next badge level.



The coffee tour is set up so that every site visited earns a new level. Five visits are required to complete the challenge and “win”. The badge design is completely flexible and customizable, but as reference the additional coffee badges are:



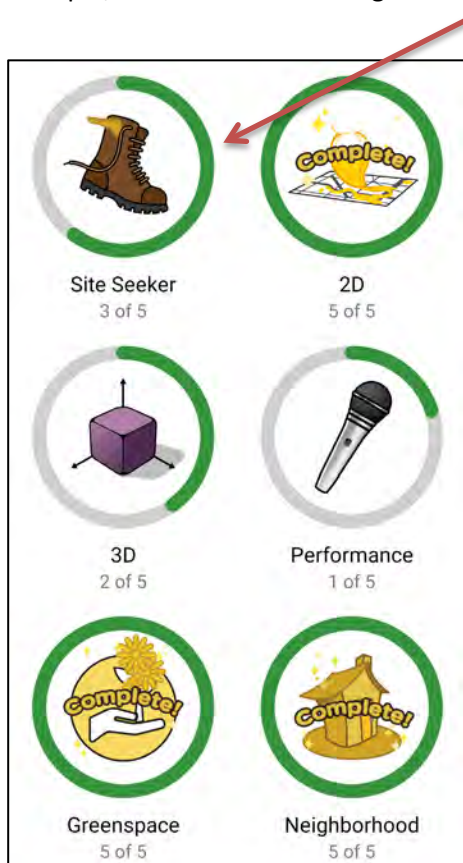
Once a user reaches the final level, an email will automatically be sent to their registered email address. This email will come from Otocast but the “reply to” can be set to any email address needed to directly communicate with the user.

For the coffee trip, the generated email asks the user to reply with their full name and address so that a coffee tumbler can be mailed to them, and also alerts the user that they will be entered for a \$100 gift card drawing (to be held at the end of the year).

Example 2 – Indy Art & Seek

Keep Indianapolis Beautiful, in conjunction with the Indianapolis Arts Council, received a grant to install art around the city – and engaged over 100 artists to participate. To encourage visits, they created badges in a number of categories, and each art location was tagged in more than one category to show various stages of progress.

The following snapshot shows a sample badge screen in-progress. Notice that in addition to the images changing for each achieved level, the outer “ring” also changes to show a summary of progress. For example, the “Site Seeker” badge is level 3 of 5, so the green ring is 3/5 of the way around the perimeter.



In this project, each badge has 5 levels.

Analytics

In addition to the Google Analytics provided by the Otocast app, badge implementations also track, for each guide:

- Number of subscribers
- Badge Levels achieved
- Number of locations visited by each subscriber
- Names of locations visited by each subscriber
- Emails for each subscriber
- Most frequently visited locations, within a specified time period

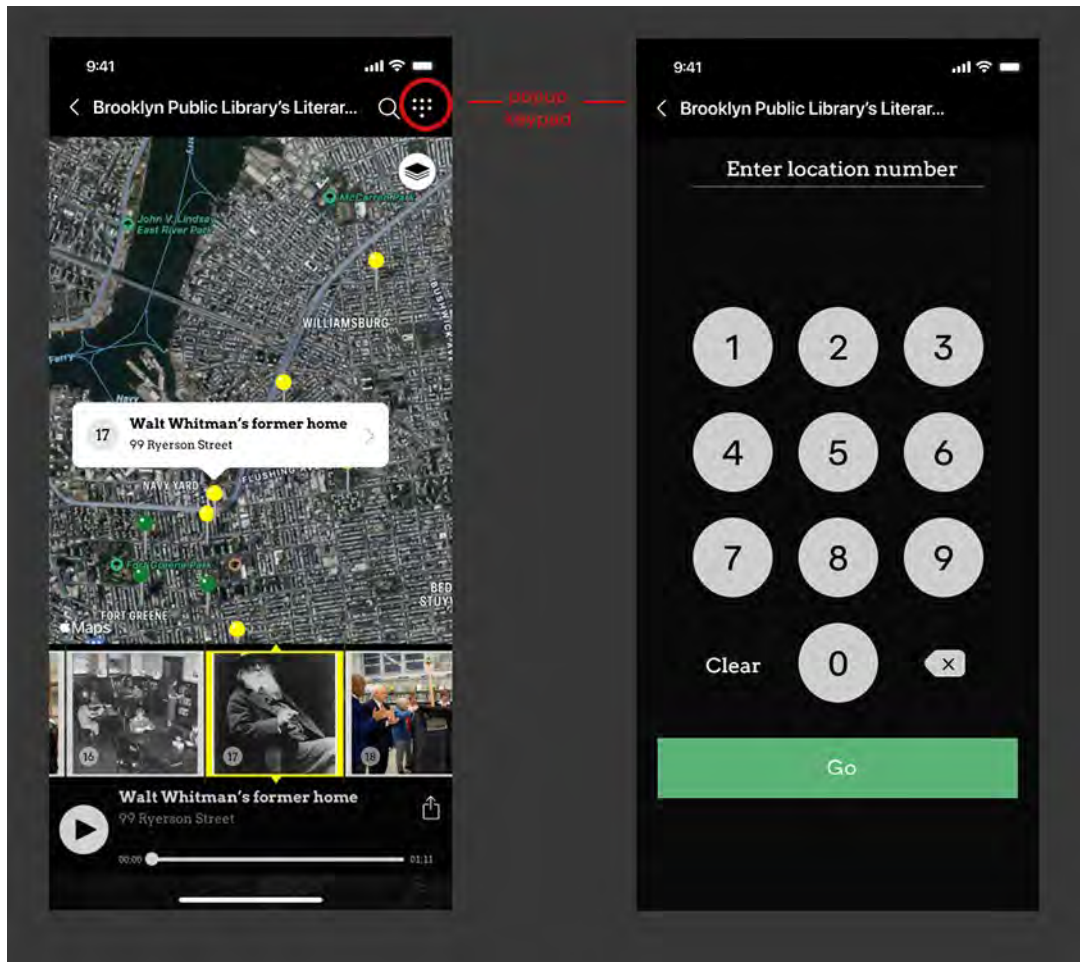
Coming in 2024

To enhance the feature available for the digital passport / scavenger hunt experience, we will be adding the ability for participants to answer questions and/or upload images as part of the “hunt”.

You, as an administrator will be able to look at the answers provided to assess and assign winners as needed and to communicate with all, or a subset of participants via email.

7 Appendix 3 – Keypad (2Q2024)

To facilitate direct access to points-of-interest in a guide, particularly if they are numbered in some fashion, Otocast will provide an optional keypad in both the app and web versions.



When a guide is enabled for keypad use, associated numbers will appear over the thumbnail images, corresponding to real-world signage.

When the user enters the desired number on the keypad, the guide, in both app and web versions, will display the contents of the corresponding point-of-interest.