

Interactive outdoor trails

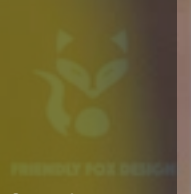


Connecting young people with nature through interactive trails and AR

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Why our trails?



Interactive signs or sculptures in your space will:

- provide an innovative and exciting new visitor attraction
- offer educational content that appeals to parents and teachers
- be cheaper and less disruptive to install compared with standard play equipment
- appeal to a wider audience, including older children
- lead people to locations of your choosing, teaching them to respect your land
- support health, wellbeing and community engagement



1. Wild Adventures: Interactive Trail

We have installed an exciting trail in the park to introduce fun activities and learning about nature. Find the creatures on the path and bring them to life.

For more information about trails visit: www.friendlyfoxgames.com
For more information about games workshops visit: <http://developoutdoors.com>

To play:

1. Download the free Artivive App using the barcode
2. Take a photo of the trail below to help you find the creatures
3. Find fox first and scan their picture





This is an augmented reality (AR) adventure, brought to you by Friendly Fox games (info@friendlyfoxgames.com) and Develop Outdoors (developoutdoors@gmail.com), illustrated by Sean (<https://longport.net>) with the help of a grant from Sussex Community Foundation.

Some amazing children in the area contributed to designing this trail. Use your camera on the link below to view their work.





Ready to Go Trails

How 'ready to go' trails work:

Landowners choose 6 creature characters, based on UK wildlife. They are printed on high quality aluminium boards and can be supplied with various mounting systems, some examples are quoted. Each character reveals an animated sequence that introduces activities and learning.

1. Players download a free App
2. A map board can be supplied giving the location of each creature.
3. At a location, players activate a trigger image.
4. The app shows the location of the creature on the map.
5. The first board reveals a video that describes a secret mission.
6. Further animated creatures ask children to carry out tasks and activities within the environment.

Costs:

Basic trail from	£2400
Redesigned map on first board	£450
Wooden boards (each)	£150
Metal plinths (each)	£225
Extra boards / replacements	£100



Bespoke Trails

We can make your existing or newly designed signage interactive and add video, animation or infographics to augment information and deepen understanding.

Alternatively, we can employ innovative co-design methods to collaborate with you or your community, creating a custom trail that perfectly aligns with your specific requirements and captivates your intended audience.

Trails can be fixed using signage or use GPS.



Costs:

First consultation	Free
Co-design event	£500
Trail design	£300 per day



Mini Trails

Perfect for school events and educational trips, our kit is adaptable to various settings. If you have a smaller plot or grounds, consider opting for a mini trail. The kit includes seven markers, each featuring a unique AR character. You can easily place these markers using the provided mountings in any nearby natural space. We also provide placement tips and a comprehensive teaching pack, which includes suggested activities and guidance for deeper indoor or classroom learning sessions.

Kits start at £350





Our mission:

Friendly Fox provide interactive trails using Augmented Reality (AR) to encourage children to play outdoors and be inspired by nature. We have co-designed them with children, landowners, educators and wildlife experts after doctoral research to ensure they are immersive, educational and appealing.

Using the power of characters and stories, together we can teach young people the importance of wildlife, biodiversity and respect for the land.

Children & Nature

Evidence shows young people become detached from the natural world as they get older. One in three in the UK do not play outdoors, particularly in urban environments or low income areas. This can lead to a lack of concern for nature and is detrimental to their health and wellbeing. David Attenborough once said: "no one will protect what they do not first care about".



Demo



If you want to experiment with how it all works before considering a trail:

1. Download the Artive App using the bar code.
2. With the App open scan the character image. You can use the screen or print it out.
3. It's as simple as that!