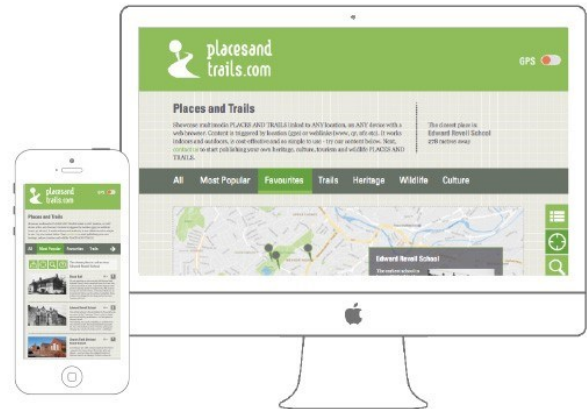


Places and trails

Dan Boys: Creative Director, Audio Trails/placesandtrails.com

The unique placesandtrails.com platform uses your location to deliver rich content, and works on any device with a web browser.

With an increasing amount of the Britain having access to a strong 3G/4G mobile network, placesandtrails.com is a cheaper and more user-friendly option compared to equivalent native (iOS and Android) apps.



With no app store downloads required, clients are given their own subdomain e.g. wembley.placesandtrails.com to seamlessly link with their own website, enhancing the user experience.

This workshop/presentation will a) explain how the platform works and b) illustrate how easy it is to set up and customise a site and start adding places of interest and walking trails via the Content Management System. Bring your own device to participate.

