



BANFF GUIDE 1.0 for iPhone



ON APPSTORE:

<http://itunes.apple.com/ca/app/canadian-mountain-parks-companion/id396113294?mt=8>

PRICE: \$7.99

RELEASED: Oct 29, 2010

VERSION: 1.0

DESCRIPTION:

Truly the perfect companion for anyone wishing to fully experience the grandeur of the Canadian Rockies within Banff National Park... featuring AUGMENTED REALITY.

FEATURES:

- **Augmented Reality for identifying mountains and lakes**
- **Automatic GPS mapping for positioning in relation to mountains, lakes, and points of interest**
- **Interpretive Information**
 - Mountain Naming
 - Geography and Geology
 - Ecology and Habitats
 - Flora and Fauna
 - Wildlife Watching Tips
 - Short Hikes
 - Park History
- **Points of Interest**
 - Viewpoints
 - Picnic Areas
 - Trailheads
 - Interpretive Signage

Filled with information from Dave Birrell – a geophysicist, teacher, Canadian Rockies author, and accredited professional guide with the Interpretive Guides Association – and in conjunction with the Friends of Banff National Park, your Canadian Mountain Parks Companion features unmatched information about more than 250 mountains, lakes, and points of interest and includes 400+ magnificent pictures.

Not only will you have access to the geological, geographical, and historical information that Dave has developed over the past 40 years, the app features intelligent AR (Augmented Reality) that recognizes the mountain and lakes that surround you. Using the iPhone's GPS and compass features, the AR will label the mountains and lakes. (You can take it on short hikes, too!) No longer will you be left wondering what surrounds you.

GET THE MOST FROM YOUR VISIT TO BANFF NATIONAL PARK
Visit us online at www.parkscompanion.com for touring plans developed by the author, Dave Birrell, to make the most of your time within Banff National Park. Downloadable itineraries (to print or have available on your iPhone) work seamlessly with your Parks Companion to guide you to see the things you want to see and go where you want to go.

Whether for a day, a week, or just passing through one afternoon, your Parks Companion will help you discover the natural and cultural environment, as well as the beauty of Banff National Park.

AUGMENTED REALITY

Visit us online at www.parkscompanion.com for more screenshots and video to see the Augmented Reality in action.

TECHNICAL REQUIREMENTS:

- An iPhone 3GS or greater is required for the augmented reality feature.