

ARIZONA - SONORA
**DESERT
MUSEUM**



MEDIA RELEASE

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Arizona Sonora Desert Museum Goes Mobile with New iPhone/iPad App

Tucson, AZ - November 13, 2012 – The Arizona-Sonora Desert Museum, today announced the availability of a new technology resource for visitors with iPhones, iPads, and iTouch mobile devices. The MyGeoTrex (MGT) smartphone application functions as a virtual tour guide, allowing visitors to receive multimedia information such as text, photos, sound, and videos about the Arizona-Sonora Desert Museum exhibits through their mobile device while visiting the museum.

The MyGeoTrex application will officially launch on Monday, November 19th and is available for free in the Apple App Store. When a visitor uses MGT while walking through the museum, it uses GPS technology to pinpoint their location and provides information about nearby animals, gardens, and exhibits.

“We are always looking for innovative ways to enrich our visitors’ experiences here,” said Rosemary Prawdzik, the Desert Museum’s Marketing Director. “MyGeoTrex puts a virtual tour guide in the palm of your hand and provides you with detailed information to enrich your experience. It also provides reminders on show times, just in case you lose track of time.”

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During the initial introduction, the Desert Museum plans to offer assistance for new users. “The Museum is well known for its friendly and helpful greeters and docents, so we’ve recruited Museum volunteers interested in technology to learn the Desert Museum’s MyGeoTrex application and assist visitors,” adds Prawdzik. A FAQ sheet will be available at the entrance patio for interested guests. Initially, the application will be in English, but audio versions in five foreign languages are in the planning stages.

MyGeoTrex users can also record their own experience at the museum via photos, video, and sound and share them with the general public over the Web, or with friends in their GeoCircle. Any location can be “tagged” with a GPS coordinate from the mobile device, and users can then share their location by posting it to their wall in Facebook or Tweeting it through Twitter.

MyGeoTrex also enables users to create, view, and manage GeoTrexpeditions from a computer via the Internet at www.MyGeoTrex.com, which provides an optional environment for creating and editing multi-media content rather than uploading and downloading files on a mobile device. A version of the app will be available for android devices in the first quarter of 2013.

About The Arizona Sonora Desert Museum

The Arizona-Sonora Desert Museum is one of the nation’s leading outdoor, living museums, featuring more than 230 animals and 1,200 varieties of desert plants. Its mission is to inspire people to live in harmony with the natural world by fostering love, appreciation, and understanding of the bi-national, Sonoran Desert region. The museum is located at 2021 N. Kinney Road, nestled in Tucson Mountain Park adjacent to Saguaro National Park (West). It is open daily year round with operating hours varying by season. General Admission is \$14.50 and admission for children is \$5.00 (ages 4-12). Children 3 and under are free. Call (520) 883-2702 or visit www.desertmuseum.org for more information.

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About MyGeoTrex

MyGeoTrex is a privately held company and developer of the MyGeoTrex location-based/location-aware mobile platform which brings all the multi-media capabilities of smartphones and smart devices together. Individuals, businesses, and organizations from zoos, aquariums and museums to visitors bureaus, and families who wish to record and share their vacation or other event, can tell any story they choose with GPS accuracy and multi-media content.. MyGeoTrex is available for free through the Apple App Store and is designed to enhance the entertainment, informational, or educational experience associated with a specific site or region. Organizations and businesses can create and manage “Official” GeoTrexpeditions to more effectively communicate and market to the public through their mobile device. Individuals can create their own personal GeoTrexpedition and add their own comments, photos and videos, and share them with whomever they choose over the World Wide Web. The MyGeoTrex website enables users to create, edit, manage, and view a Trex from a PC. For more information about MyGeoTrex visit: www.mygeotrex.com.

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