

PROXDOCENT

**THE ANIMALS ARE SPEAKING TO YOU!
A WHOLE NEW ZOO EXPERIENCE
FOR ALL THE FAMILY...**



www.proxcomm.technology

ENHANCING THE ZOOLOGICAL EXPERIENCE

Using a new proximity technology that puts interactive content directly in guests' Smartphones. Through Bluetooth beacons and dynamic QR codes at specific exhibits, guests can discover new information about the ZOO through an animal experience mobile app called **PROXDOCENT**. This mobile app is deployed and customized by **PROXCOMM**, part of the **CommSmart Global Group**, a *LexisNexis Risk Solution Partner* with Secure Customer Experience Technology.

Zoos, Botanical Gardens outdoor exhibits and outdoor parks are always looking for creative ways to introduce their guests to new exciting discoveries. **PROXDOCENT** offers innovative experiences and opens opportunities for a ZOO to offer hidden sights and sounds of the animal's secrets, right in the palms of guests' hands via their **Smartphones!** Increasing the visitor experience and chance to become a member or to donate.

**WATCH, LISTEN & EXPERIENCE
THE ZOOLOGICAL WILDNESS
LIKE NEVER BEFORE**
Interact, Learn, & Enjoy...

EXCITING GUEST INTERACTIONS

Guests, when they use the **PROXDOCENT** App, receive notifications on their Smartphones as they stroll through the Zoo or they scan QR code signs at select exhibits to discover:

- **Insider information**
- **Brochures**
- **Educational videos**
- **What's Happening Today**
- **Events/Calendars**
- **Food/Beverage Locations/menus**
- **Gift Shop Promotions/Coupons**
- **Interactive polls (including one to help the Zoo track favorite animals & exhibits!)**
- **Ways to support animal conservation**
- **Testing your animal knowledge**
- **Sharing photos on social media**
- **Donations**
- **Membership Signup**
- **Collect guest emails**
- **Putting the Wildness into the Wild!**

LEARN MORE & CONVERSE WITH US

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WWW.PROXCOMM.TECHNOLOGY



we are in the now & keep you; in the know