

PROXDOCENT

**THE PLANTS ARE SPEAKING TO YOU!
A WHOLE NEW BOTANICAL GARDEN
EXPERIENCE FOR ALL THE FAMILY**



www.proxcomm.technology

ENHANCING THE BOTANICAL GARDENS EXPERIENCE

Using a new proximity technology that puts interactive content directly in guests' phones. Through Bluetooth beacons and dynamic QR codes at specific exhibits, guests can discover new information about the Botanical Gardens through a horticultural 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.

Botanical Gardens, Zoos, 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 *Botanical Gardens* to offer hidden sights and sounds of the Horticultural secrets, right in the palms of guests' hands via their **Smartphones!**

**WATCH, LISTEN & EXPERIENCE
THE BOTANICAL GARDENS
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 Gardens 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 Botanical Gardens track favorite plants & exhibits!)**
- **Ways to support plant conservation**
- **Testing your plant knowledge**
- **Sharing photos on social media**
- **Donations**
- **Membership Signup**
- **Collect guest emails**

LEARN MORE & CONVERSE WITH US

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WWW.PROXCOMM.TECHNOLOGY



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