PRODUCTS & SERVICES
Fundación Global Nature has promoted the constitution of a consortium for innovation on tourism development.

- New technologies
- Business associations
- Environmental and Touristic authorities
• Application for Android y iPhone mobiles + Platform 3.0

• It allows signal (routes) and information for visitors about the ecosystem, including place names of the elements such as mountains, forests, rivers, lakes, etc., interpreting the landscape and improving the tourist visit (hotels, restaurants and other services), it provides guidance and helps to interpret elements - compare landscapes ...

Beneficiaries: managers of public use of Natural Parks, tourism enterprises and visitors
iCairn: Innovation for nature tourism

Main aim...

To reduce the visual impact of the physical pannels

To reduce costs of installation / maintenance of equipment and other information

To improve the sustainability of Public Use infrastructures (interpretation and signals)

To increase and improve the information provided to visitors on Natural Areas

To encourage interaction between visitors and Natural Areas

To provide tools for sustainable tourism management

Promote the use of technological innovation in natural areas (responsible marketing and promotion, and environmental education).
iCairn is the technology created exclusively for ecotourism.

iCairn is a new way to access the TOURISM & NATURE information: a platform 3.0. for users of mobile devices with GPS to reach a specific location and to automatically receive contents (text, audio, photo, video) to enhance and improve their Ecotourism experiences:

• It reduces ecological impacts and provides a tool for managing public use at Natural Protected Areas.

• It provides you with info to help you locate trails, track your progress and share your adventures on your social network
Ecotourism is … "Responsible travel to natural areas that conserves the environment and improves the well-being of local people." (TIES, 1990). Main characteristics of ecotourism are…

• Involves **travel to natural destinations**
• Minimizes impact
• Builds **environmental awareness**
• Provides direct **financial benefits for conservation**
• Provides financial benefits and empowerment for **local people**
• Respects **local culture**
• Supports **human rights and democratic** movements

Ecotourism 3.0. is the implementation of these principles through a social, mobile and based-on-location technology.
**iCairn project:** pilot implementation on 19 paths

Pilot areas where it is a solution because: lack of visibility, orography, ...

**Ordesa - Viñamala (sector Pineta) – Región Alpina**

**La Palma – Región Macaronésica**

**Mountain areas of Castilla y León**
It works off-line and on-line

iCairn: guidance  www.icairn.net

It improves guidance, safety, ...
iCairn: more than mobile guides and walking tours

A service for Ecotourism = A 3.0. platform for ecotourists

Learn how iCairn works: GPS, camera, video, sharing on social networks your own guides and walking tours

Products: Hiking & Sharing

Services: Technical & Marketing

Prices

www.icairn.net
How to use iCairn?

iCairn is a Hiking Guide, a Community, a Game, a marketing tool and an environmental education and awareness tool for sustainable development at ecotourism destinations.

- iCairn works as marketplace where members can buy and/or sell their own hiking guides / contents.

- The mobile app is available for download at App Store and Android Market. Every smartphone is ready to store the application and the information provided by the iCairn Platform.
How does iCairn work?

Users such as hikers, trekkers, naturalists, … can **download iCairn Mobile app** in their Smartphones.

After registration on the **iCairn Platform** (at the Mobile App or at [www.icairn.net](http://www.icairn.net)) they become **iCairners** ready to download contents (guides, routes …)

They are able to **use and create** contents while walking, cycling, climbing… They store in the iCairn platform their trails and points with photos, videos and audios:

- They create their own guides and upload them in the iCairn Store
- They share their travel experience with other members
- They participate in the activities of the **Community**: Quizzes, games, shopping, promotions. They can collaborate with conservation initiatives, organize travels with other members…
iCairn Mobile is the App for your Ecotourism experiences

... it’s more than a GPS-enabled publishing platform to share travels and create outdoor tours and nature guides for mobile devices...

Download your iCairn Mobile App for free in your preferred device
• **Guide** is a complete travel guide for a destination

• **Routes:** paths and tracks available at different destinations

• **Points:** interesting and geolocated “points” around you: peaks, rivers, forests, villages, fauna, flora, cultural heritage…

• **Create your points** of interest and save them on your iCairn site

• **Track** your routes; store and share them on iCairn platform

• **Take geolocated photos, videos** or **audios** during your hike

• **Check-in from your Mobile** to share with your friends on Foursquare or Gowalla. Get discounts, offers & promotions.

• **Create your guide** directly on your smartphone

• **Survey:** Participate at destination surveys to improve nature conservation and the Public Use management
Create your **Single** iCairn guide

Login or register as a **Guide user**

- Fill in the “**Mobile single form**“ to get your **customized App**
- Choose your **Mobile Single Guide** category
  
  - Single location: App for **Sites** like *Nature Park* or *Biosphere Reserve*
  
  - Single Activity: App for **Themes** like *Birdwatching* or *Peaks*

- Purchase the App
  
  - Available as a **5-day** guide (iCairn Store)
  
  - Available at Smartphones Stores in less than 15 days (App Store and Android Market)
Get iCairn Guides for your routes

- Find information about **Nature & Tourism** around your route
- Get better **guidance** during your activity
- Guide yourself to **understand** the landscape around you (heritage, history, geography…) and improve your experience in Nature

**Guide’s Contents**

- **Routes**
- **Information Points**
- **Multimedia:** photos, videos, audios
- On line augmented reality contents: Panoramio, Wikipedia, Youtube
Create iCairn Guides and earn money

By sharing your experiences and info with the iCairn community and travellers: users can create a “Guide” if it meets the Requirements for contents to ensure good quality:

1. **Routes**: more than 3 routes with at least 5 photos or videos or audios for every route

2. **Points**: more than 50 points for all categories and at least 5 categories represented

3. **General information** about destination (History, Geology…)
Hot to add Guides to iCairn – step by step

1. Register as “Guide user”: fill in the form
2. Choose a price for your guide
3. After receiving a confirmation e-mail with your user identification go to www.icairn.net and login with your Guide user
4. Use iCairn Contents management to introduce routes, points, cairns, photos, videos, audios, texts
5. Save your guide
6. Your guide will be available at the iCairn guide store
7. Every month you’ll earn money from your sold guides
- **Find routes** around you
- **Track your own** route while walking, running, riding, biking…
- **Add photos, videos and audios to your route**
- **Use Augmented Reality** mode to see the Cairns during your track and to follow the right route
- **Save your route** at your iCairn site
- **Share it with your friends** on Twitter, Facebook or Foursquare
Know everything about the surroundings ... Use Augmented reality technology to know the name of the peaks, forests, rivers, villages while you are watching them.

Learn about ecosystems wherever you go

Create your own points of interest

Add photos or audios

Share discovered points with your friends
**Cairn Advisor**: point out visited routes and destination services, recommend nature destinations

**Blogs**: Create your own blog at the iCairn platform

**Partners news**: find news from our partners: Senderos de La Palma; Turebe, Alborgis, Segittur, SEO, Reservas de la Biosfera, Fundación Patrimonio Natural

**Cairny Tweets**: news about ecotourism, trail races, follow other iCairn members. You can tweet directly from your iCairn Mobile App or following @Cairny on twitter

**Media Park**: Visit the media site where you can view photo cairners exhibitions, youtube iCairn channel with members’ videos
Check in - sharing your location

• Use your Foursquare or Gowalla account to share your location with other hikers on iCairn

• Share your location with your friends

• Get promotions and discounts

• Obtain special iCairn Badges

• Get iCairn gifts
Play with us: Where is Cairny?

- Cairny is always travelling over iCairn routes

- You can find Cairny using Augmented reality mode in your iCairn Mobile App

- If you find Cairny, click quickly and get your prize
Ecotourism Knowledge Platform

• Help us to **improve** the service **by answering a survey** when you finish a trail

• Know more about travellers **behaviour**

• See where most people are hiking, what activities they are doing

**Learn** what people think about your next destination

See statistics, maps, graphics at [www.gpssurveyonline.com](http://www.gpssurveyonline.com)
Support Conservation projects

This is *iCairn conservation projects area* where you can support organizations dealing with nature conservation.

*iCairn* users can sponsor a project or an organization by sharing their profit from selling guides.
SERVICES

Contents  Advertising  Campaigns

Shopping  Reports
Guide users area: upload your contents to create a guide

Access packs by days

- Pack 5 - 5 days
- Pack 20 - 20 days
- Pack 60 - 60 days

Upload contents on demand: if you need support you can contact the iCairn team so they upload the contents for you (recommended for first uploads or for a big database).
## PRICES

### Apps

<table>
<thead>
<tr>
<th>App</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>iCairn Mobile</td>
<td>Free</td>
</tr>
<tr>
<td>iCairn mobile pro</td>
<td>2,99 €</td>
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<tr>
<td>iCairn mobile Single</td>
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### Guides

<table>
<thead>
<tr>
<th>Guide</th>
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### Contents

<table>
<thead>
<tr>
<th>Pack</th>
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<tbody>
<tr>
<td>Pack 5</td>
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<td>Pack 20</td>
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<tr>
<td>Pack 60</td>
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### Professional services

<table>
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<tr>
<th>Service</th>
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<tbody>
<tr>
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<tr>
<td>iCairn Mobile single exclusive</td>
<td>5.000,00 €</td>
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<tr>
<td>Carga contenidos</td>
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DATOS DE CONTACTO

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