

February 02, 2019

In-Market AR Activations: Technology Installation, Support and User Engagement Strategy

Amelia Island CVB

Andrea Wood
Vice President of Marketing
941-342-2360
Andrea.Wood@MilesPartnership.com

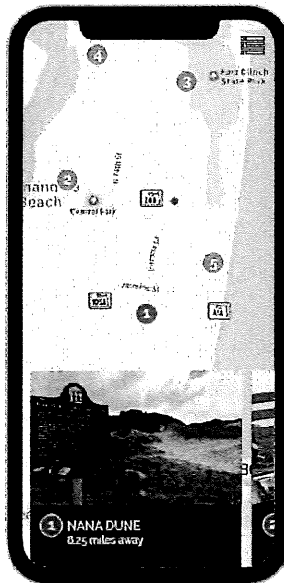


In order to ensure visitors can easily access In-Market AR experiences throughout the destination, we are implementing a three-part strategy which includes GPS (Global Positioning Systems) technology, Bluetooth beacon technology and posted signage at the activation points. The following is an overview of how each technology will be utilized and what role the beacon and sign installation will play in support of the overall experience.

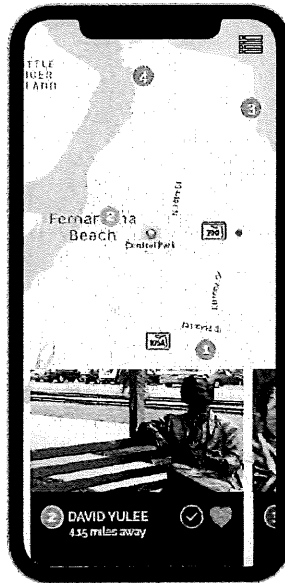
1. GPS (Global Positioning System)

If a user gives the Amelia Island mobile app permission to access their location, we will be able to use that information to pinpoint their location within 500 meters. Not only will this allow us to show them their location on a map, but also their proximity to an available activation from which they can activate turn-by-turn directions.

Considering the limitations with GPS technology when it comes to close-proximity mapping, we'll also need to install bluetooth beacons and physical signage to direct visitors once they have arrived on location.



Map Screen Slider



Map Card Slider 2
(Previously Activated)



List View Toggle

2. Bluetooth Beacons

Beacons will be used to trigger the app via bluetooth wireless signal.

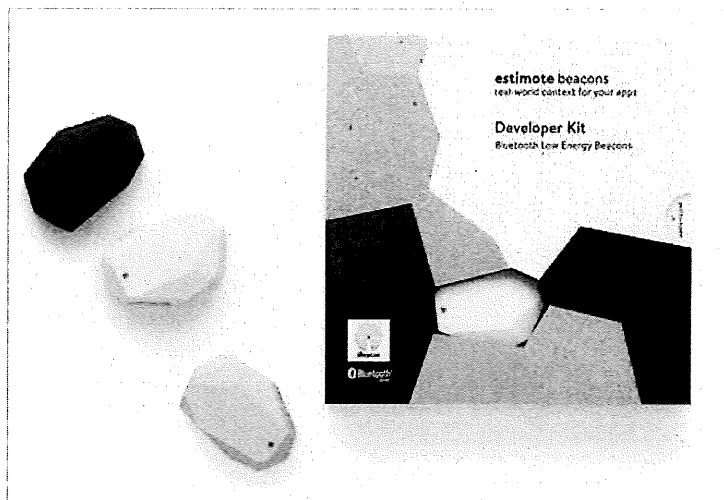
If the user has bluetooth enabled on their phone, and they are in close proximity (within 100-200 meters) to the activation, the beacon will ping the app which will then allow the user to start that in-market experience. For users who've enabled this feature, we will also display a push notification to the user (one per activation) with additional information to guide the user to the launch point for the experience from which they will receive additional in-app and on-screen instructions.

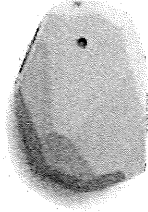
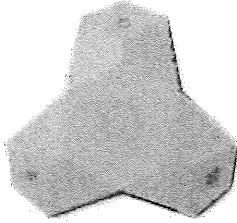
Leveraging technology and hardware from the most trusted provider in the industry, Estimote powers the largest and most innovative iBeacon deployments in the world. For this experience we plan to use (1) LTE two-way beacon at each location with (1) supporting one-way proximity beacons to serve as launch points and as a built-in redundancy to help optimize the user experience (please see images and specifications outlined below).



In-Market AR Activation Profile Detail
(At Location)

Beacon Samples & Specifications



		
	Proximity Beacon 2018 - 1-way	LTE Beacon - 2-way
Built-in Radios	Bluetooth 5.0	Bluetooth 5.0, LTE-M/NB-IoT GPS/GALILEO/GLONASS
Default battery life	3 years	2 years
Maximum battery life	5 years	USB-C
Maximum Bluetooth range	100 meters	200 meters
Supported use-cases	proximity, presence verification	asset tracking, vehicle tracking, presence verification, proximity
Thickness	25 mm	16 mm
Length	69 mm	90 mm
Width	46 mm	90 mm
Weight	86 g	57 g
Recommended SDK	Proximity SDK	Web IDE
Fleet management	Estimote SDK	Cloud via LTE
Programming language	Objective-C	JavaScript
Supported BLE Packets	Swift, Java, Kotlin iBeacon, Eddystone-URL/UID/EID Estimote Monitoring Secure Monitoring	iBeacon, Eddystone-URL/UID Estimote Monitoring
Built-in sensors	accelerometer, temperature, ambient light	accelerometer, temperature
Additional tech	NFC, RGB LED	NFC, RGB LED,

Beacon Installation Plan

Our team will be on the Island conducting field testing from 2/25/19-2/27/19 where we will identify the specific number of beacons and the proposed location for them to be installed at each activation

for your approval. This may include duplicate installs of beacon 1 and 2 in order to create built in redundancy in the event of equipment failure.

Once approved we'll work with you to schedule installation on or around 3/11/19. The LTE beacon will be placed in close proximity to the activation in a location where we can ensure it receives a wireless signal. An initial outline of the proposed placement for beacons and signage has been provided via the In-Market Activations Sequence document.

The proximity beacon will be placed at the actual activation spot (or in use in an area that doesn't have a wireless signal). Each beacon will be attached using an adhesive sticker and can be secured additionally via a snap tie. We plan to position each beacon in a hidden area to avoid obstruction or tampering. Once in position, we will have an internal app which will help configure the beacons and prepare them for final testing.

3. Signage

If a visitor comes to an activation site, strategically placed signage will be installed to encourage new participation with the program, which includes downloading the app and initiating the activation. For users who already have the app, scanning the sign via the app will automatically start the experience and provide the user with directions to get started. This is particularly important for users that may not have bluetooth and push notifications activated on their mobile devices as they could overlook an experience without the visual aid provided by the signage.

Below is an example of what the proposed signage would look like. Keeping in mind that each location will have a custom overview of the experience as well as some instruction on activating the experience.

Signs will be approximately 10"w x 14"h (orientation based on best use of space for each location) and will be produced with materials rated for outdoor use and known for their durable, weatherproof attributes to ensure the signs will not need to be replaced prematurely. Depending on the structure in which the sign is being adhered to in each location our team will use a combination of sign screws and straps to affix the sign securely and safely.

Please note - We will work with the management teams of each location to create the best plan of action for installation of beacons and signage. The AICVB will also manage any ongoing maintenance and be responsible for the execution of this project.

AMELIA & ISLAND

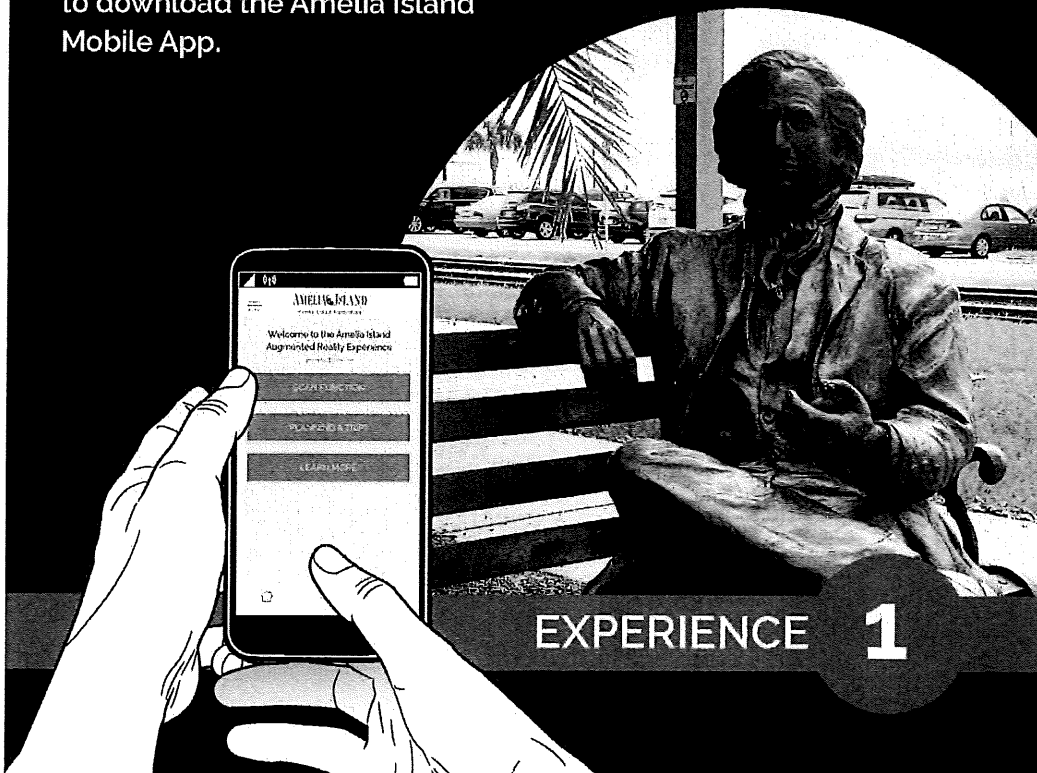
COME MAKE MEMORIES®

#MeandYulee

AUGMENTED REALITY EXPERIENCE

Discover the charm, beauty and unexpected memories you can make on Amelia Island with augmented reality (AR) interactions that delight and surprise.

Head to AmeliaIsland.com/App to download the Amelia Island Mobile App.

A hand holding a smartphone displaying the Amelia Island app interface. The app screen shows a welcome message and three buttons: 'SCANS & LOCATION', 'PLANNED & STOP', and 'LEARN MORE'. In the background, a statue of a man is visible, and the scene is framed by a circular archway. The text 'EXPERIENCE 1' is overlaid on the bottom right of the image.

February 4, 2019

In-Market Activation Sequences: Proposed Beacon and Sign Installation Plan

Amelia Island CVB

Andrea Wood
Vice President of Marketing
941-342-2360
Andrea.Wood@MilesPartnership.com



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In order to ensure visitors can easily access In-Market AR experiences throughout the destination, we are implementing a three-part strategy which includes GPS (Global Positioning Systems) technology, Bluetooth beacon technology as well as posted signage at the activation points. The following is a summary of the proposed plan for beacon and sign installation and use.

Baby Sea Turtles Hatching

The proposed installation for the Sea Turtles Hatching activation would require 1 LTE beacon, 1 proximity beacon and 1 sign installation. All supporting instructions will be delivered via the app.

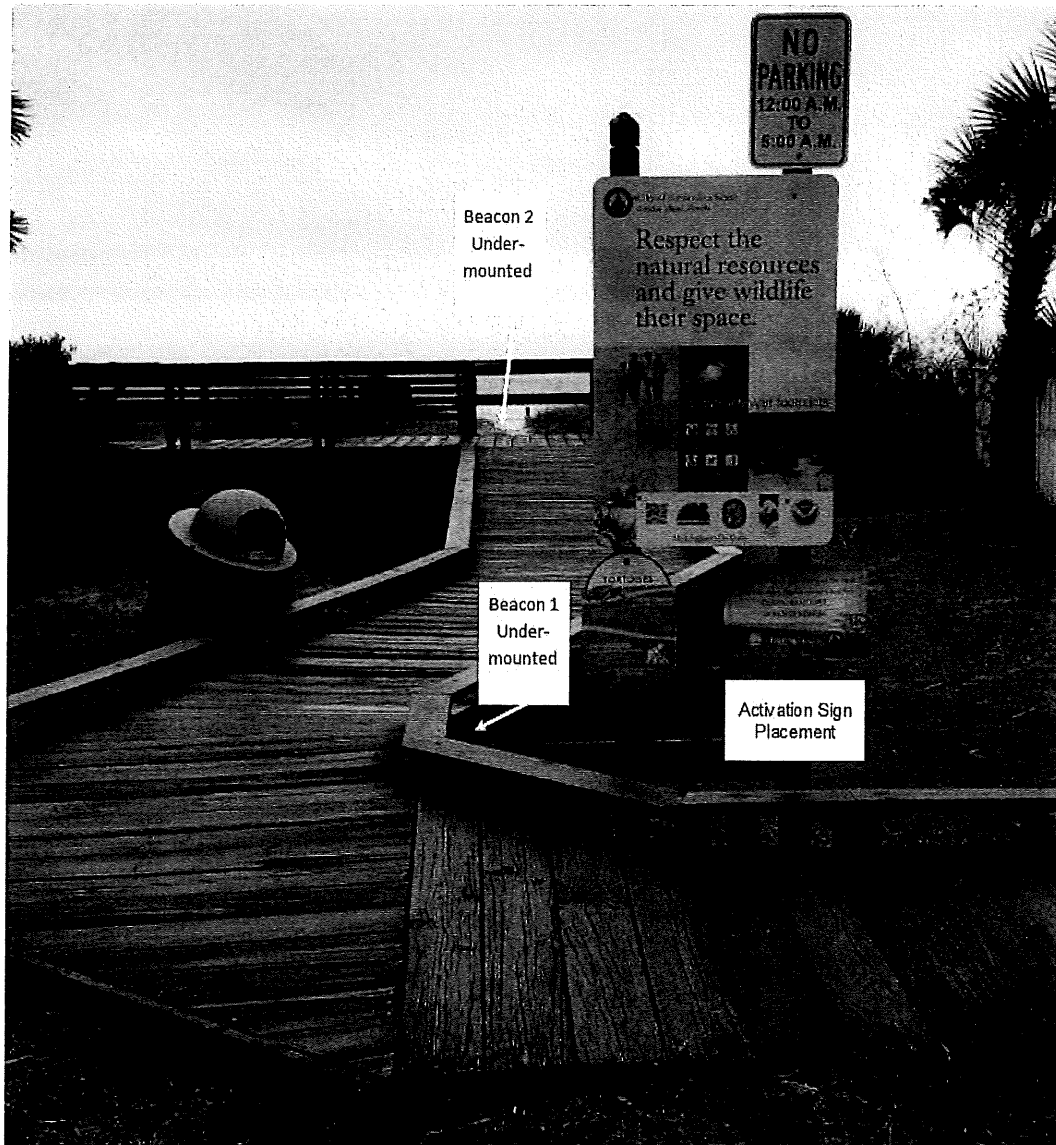
Location - City of Fernandina Beach, Beach Access 40 (near Bill Melton Road)

- **Beach Access 40 - Boardwalk Entrance/Parking Lot Side**
 - LTE Beacon 1 - used to recognize visitor and prompt in-app instructions.
 - Activation Sign - used to create awareness of the experience and direct visitors to the activation point (i.e. end of the boardwalk and onto the beach).
- **Beach Access 40 - Boardwalk Exit/Beach Side**
 - Beacon 2 - Prompts user to position themselves facing the pier and to begin the experience.

Please note, if new beach signage takes places the creative for this sign will be incorporated into the signage for this particular beach access.

In-Market Activations - Proposed Beacon and Sign Installation Plan

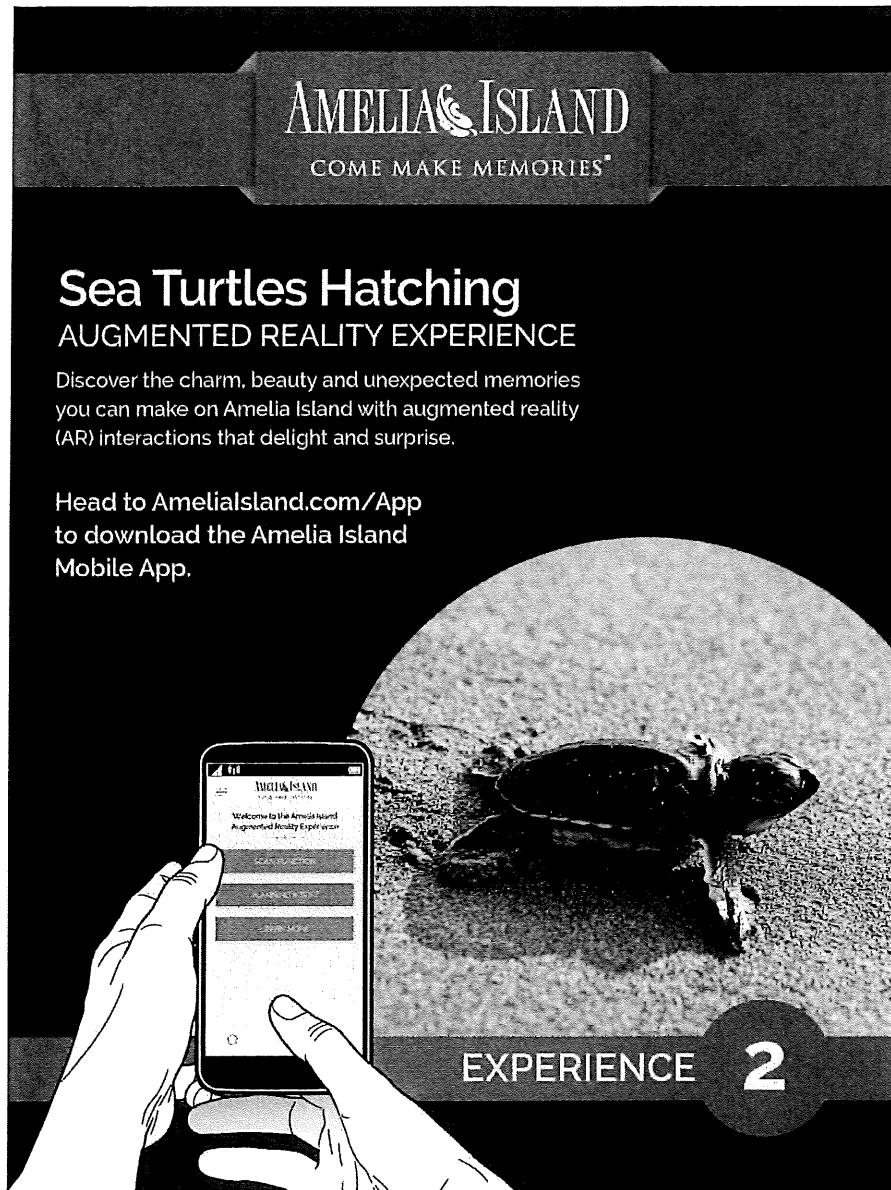
Sign and Beacon - Proposed Locations for Install



In-Market Activations - Proposed Beacon and Sign Installation Plan

Activation Signs: Initial Design Strategy*

*Note signs will be updated for final orientation, size and verbiage by 2/25/19 in advance of field testing and prior to production and installation on or around 3/11/19.



David Yulee at the Welcome Center

The proposed installation for the David Yulee activation would require 1 LTE beacon, 1 proximity beacon and 1 sign installation. All supporting instructions will be delivered via the app.

In-Market Activations - Proposed Beacon and Sign Installation Plan

- **Welcome Center Courtyard**
 - LTE Beacon 1 - used to recognize visitor and prompt in-app instructions. This beacon will be affixed to the underside of Yulee and the bench.
 - Beacon 2 - will serve as a backup signal and prompt the same action as Beacon 1. We are proposing this beacon be installed on the underside of one of the adjacent benches in the courtyard.
 - Activation Sign - used to create awareness of the experience and direct visitors to stand in front of Yulee and scan the statue to begin. We'd prefer to have the sign affixed to the light post directly to the left of the statue but could install a new freestanding sign in the mulch just to the left of the light post.

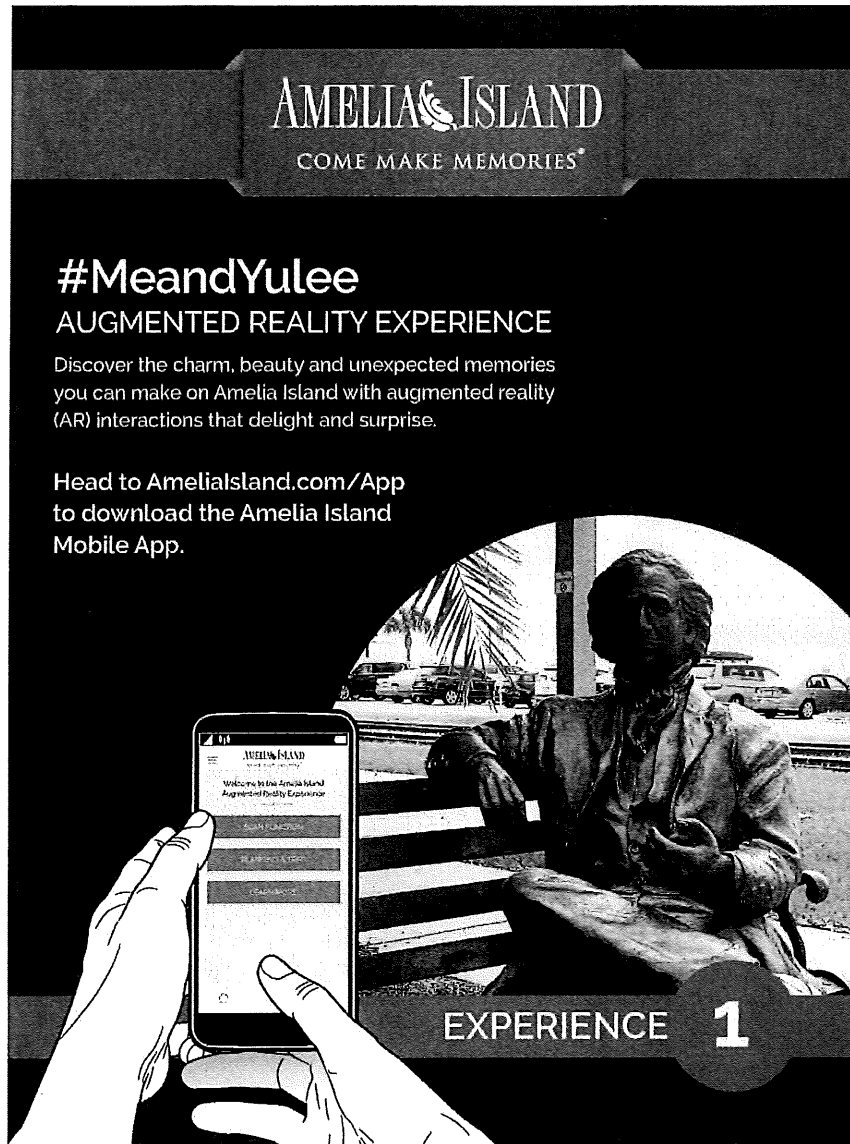
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American Beach & NaNa Dune

In-Market Activations - Proposed Beacon and Sign Installation Plan

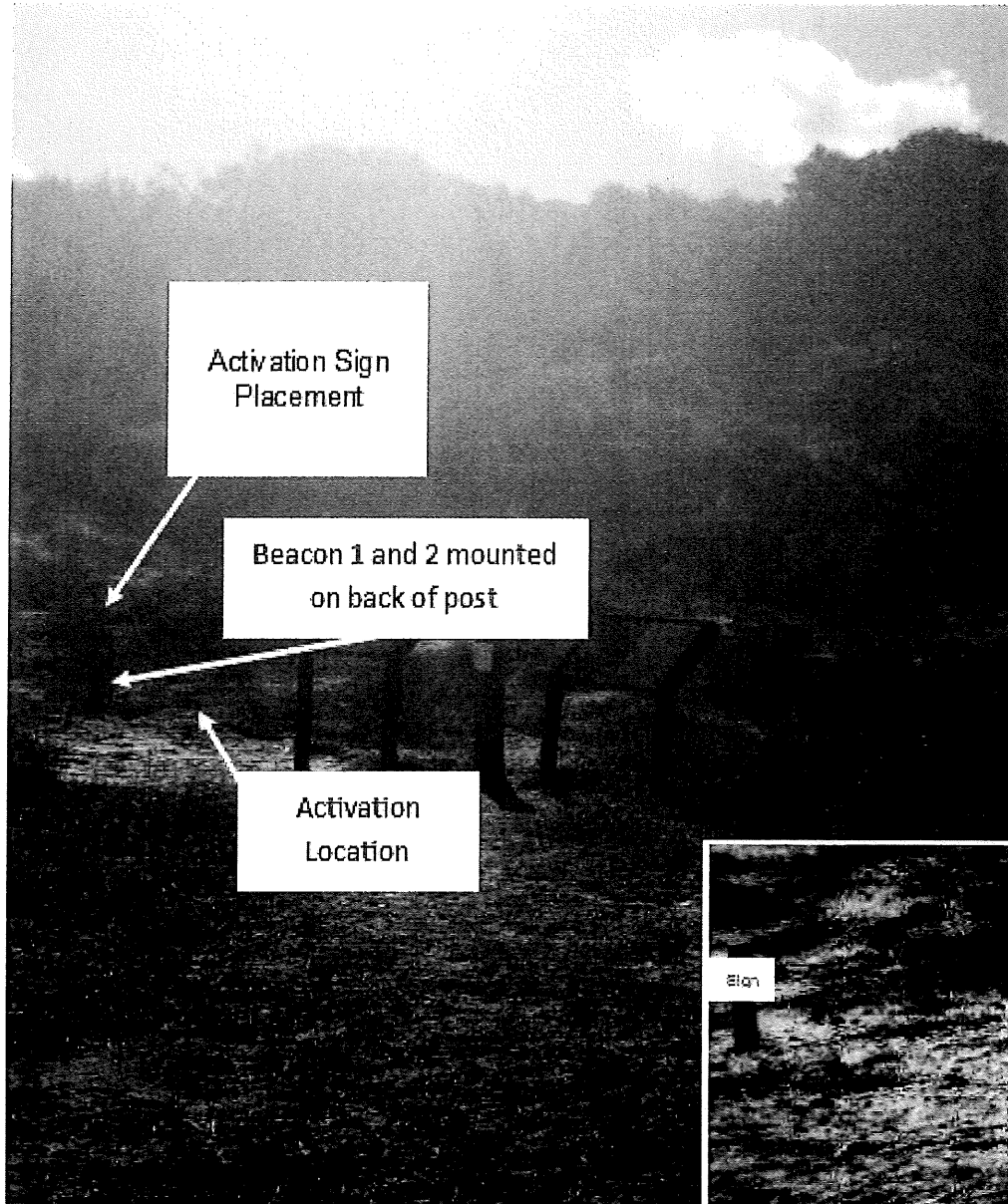
The proposed installation for the NaNa Dune activation would require 1 LTE beacon, 1 proximity beacon and 1 sign installation. All supporting instructions will be delivered via the app.

- **NaNa Dune**

- LTE Beacon 1 - used to recognize visitor and prompt in-app instructions. This beacon will be affixed to the back of the 'American Beach at the Crossroads' sign.
- Beacon 2 - will serve as a backup signal and prompt the same action as Beacon 1. We are proposing this beacon be installed to the back of the sign as well.
- Activation Sign - used to create awareness of the experience and direct visitors to position their camera just to the right of the scannable sign in order to launch the experience.

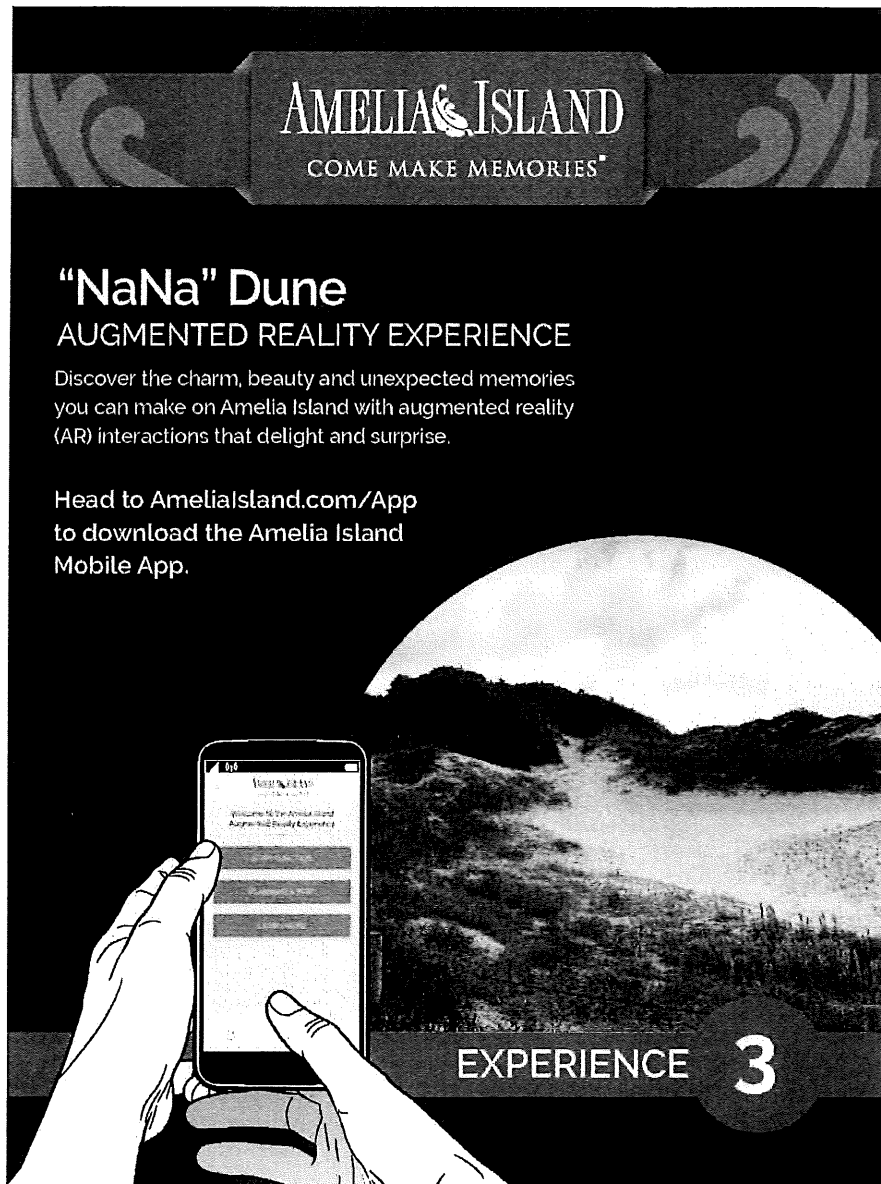
Sign and Beacon - Proposed Locations for Install

In-Market Activations - Proposed Beacon and Sign Installation Plan



Activation Signs: Initial Design Strategy*

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Amelia Island Lighthouse

The proposed installation for the Lighthouse activation would require 4 LTE beacon, 4 proximity beacon and 6 sign installations. All supporting instructions will be delivered via the app.

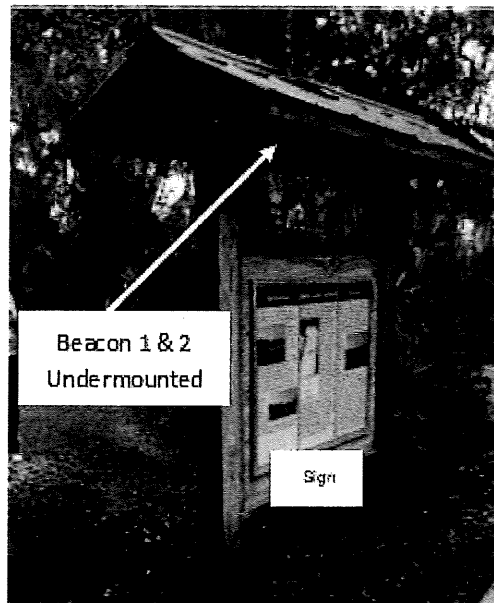
Because the Lighthouse can be viewed from several vantage points, we are proposing three sites for installation.

Sign and Beacon - Proposed Locations for Install

PRIMARY Site 1: Egan's Creek Overlook, inside Fort Clinch State Park. *This will be the primary site promoted with the App.*

Street Side

- LTE Beacon 1 - used to recognize visitor and prompt in-app instructions. This beacon will be undermounted in the sign shelter.
- Beacon 2 - will serve as a backup signal and prompt the same action as Beacon 1. We are proposing this beacon be undermounted in the sign shelter next to Beacon 1.
- Activation Sign - used to create awareness of the experience and direct visitors to the Overlook for more information at beginning the experience.



In-Market Activations - Proposed Beacon and Sign Installation Plan

Overlook

- LTE Beacon 1 - used to recognize visitor and prompt in-app instructions. This beacon will be undermounted on the near side bench along the back rails.
- Beacon 2 - will serve as a backup signal and prompt the same action as Beacon 1. We are proposing this beacon be undermounted on the far side bench along the back rails.
- Activation Sign - used to create awareness of the experience and direct visitors to launch the experience. We are proposing an identical sign installation placement on both the near and far side lookout fence line (see below for reference).



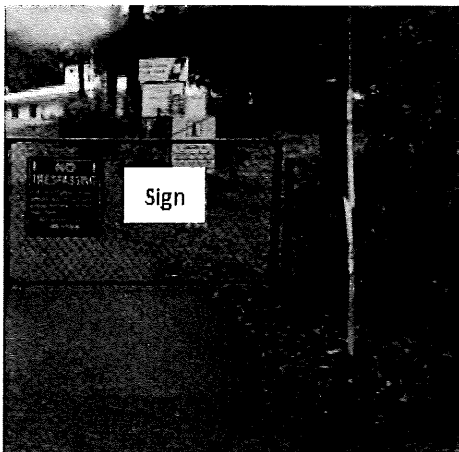
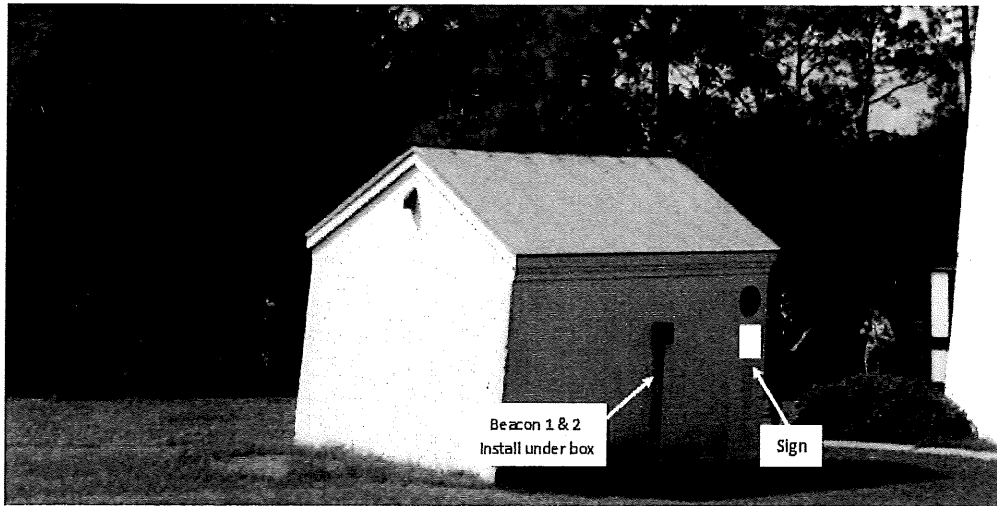
In-Market Activations - Proposed Beacon and Sign Installation Plan

Site 2: A1A Sign - this will focus on foot traffic, not promoted with the App.

- LTE Beacon 1 - used to recognize visitor and prompt in-app instructions. This beacon will be undermounted in the sign shelter.
- Beacon 2 - will serve as a backup signal and prompt the same action as Beacon 1. We are proposing this beacon be undermounted in the sign shelter next to Beacon 1.
- Activation Sign - used to create awareness of the experience and direct visitors to the Overlook for a better view, or begin their experience from their current location.

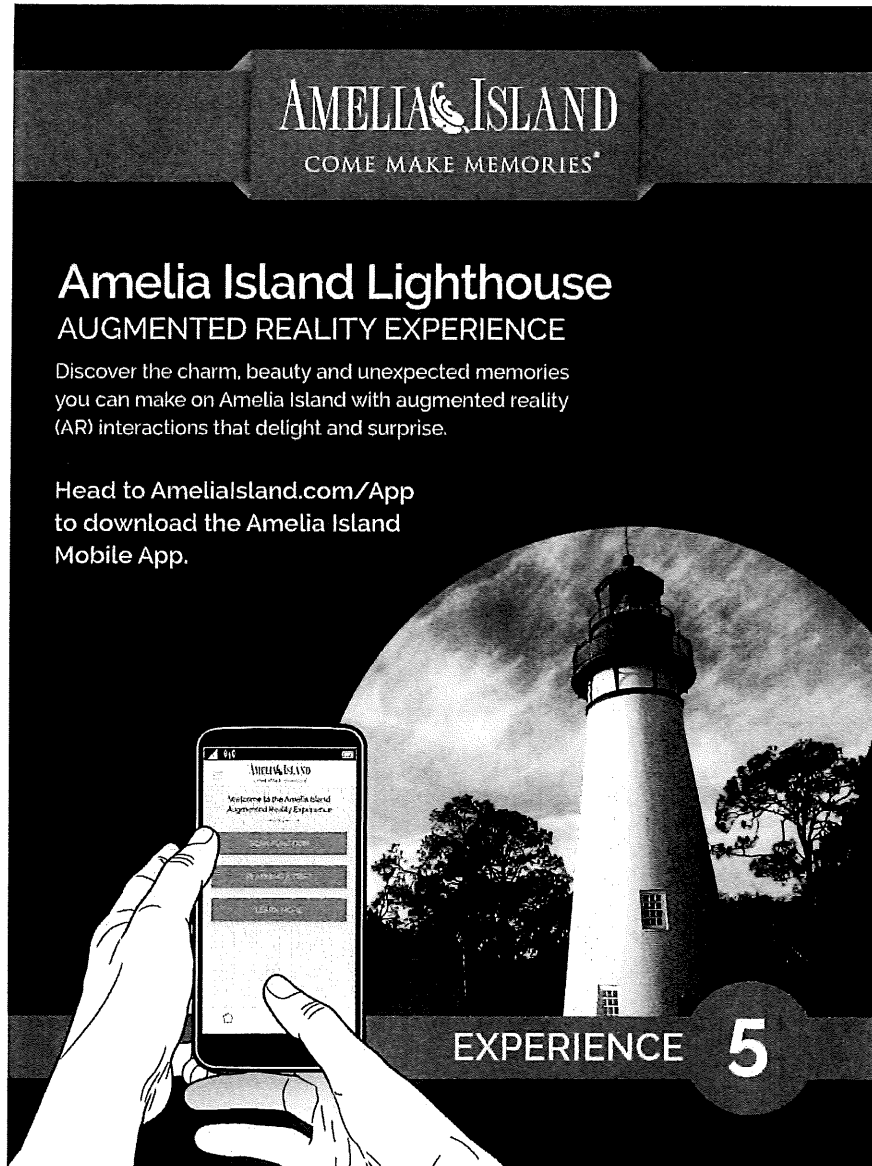
Site 3 : Lighthouse Property - Requested by the Coast Guard during shoot.

- LTE Beacon 1 - used to recognize visitor and prompt in-app instructions. This beacon will be affixed to side building under the junction box.
- Beacon 2 - will serve as a backup signal and prompt the same action as Beacon 1. We are proposing this beacon be affixed to the exterior of the side building beside Beacon 1.
- Activation Signs - used to create awareness of the experience and direct visitors to begin the experience from their current location. Here we would place 1 sign at the gate and 1 on the side building below the current circle shaped sign. If possible we'd like a third, free standing sign that could be placed just outside the entry to the lighthouse.



Activation Signs: Initial Design Strategy*

*Note signs will be updated for final orientation, size and verbiage by 2/25/19 in advance of field testing and prior to production and installation on or around 3/11/19.



Fort Clinch: General Clinch

The proposed installation for the General Clinch activation would require 1 LTE beacon, 1 proximity beacon and 1 sign installation. All supporting instructions will be delivered via the app.

- LTE Beacon 1 - used to recognize visitor and prompt in-app instructions. This beacon will be undermounted in the sign shelter shown below.
- Beacon 2 - will serve as a backup signal and prompt the same action as Beacon 1. We are proposing this beacon be undermounted in the sign shelter next to Beacon 1.
- Activation Sign - used to create awareness of the experience and direct visitors to scan the painting to begin their experience. This could be a moveable free-standing sign or mounted sign but preferably on the side of the fireplace next to the Clinch painting. On the exterior in the courtyard we'd also like the opportunity to do a free standing sign in the gravel encouraging folks to come inside the museum for the experience.

Sign and Beacon - Proposed Locations for Install

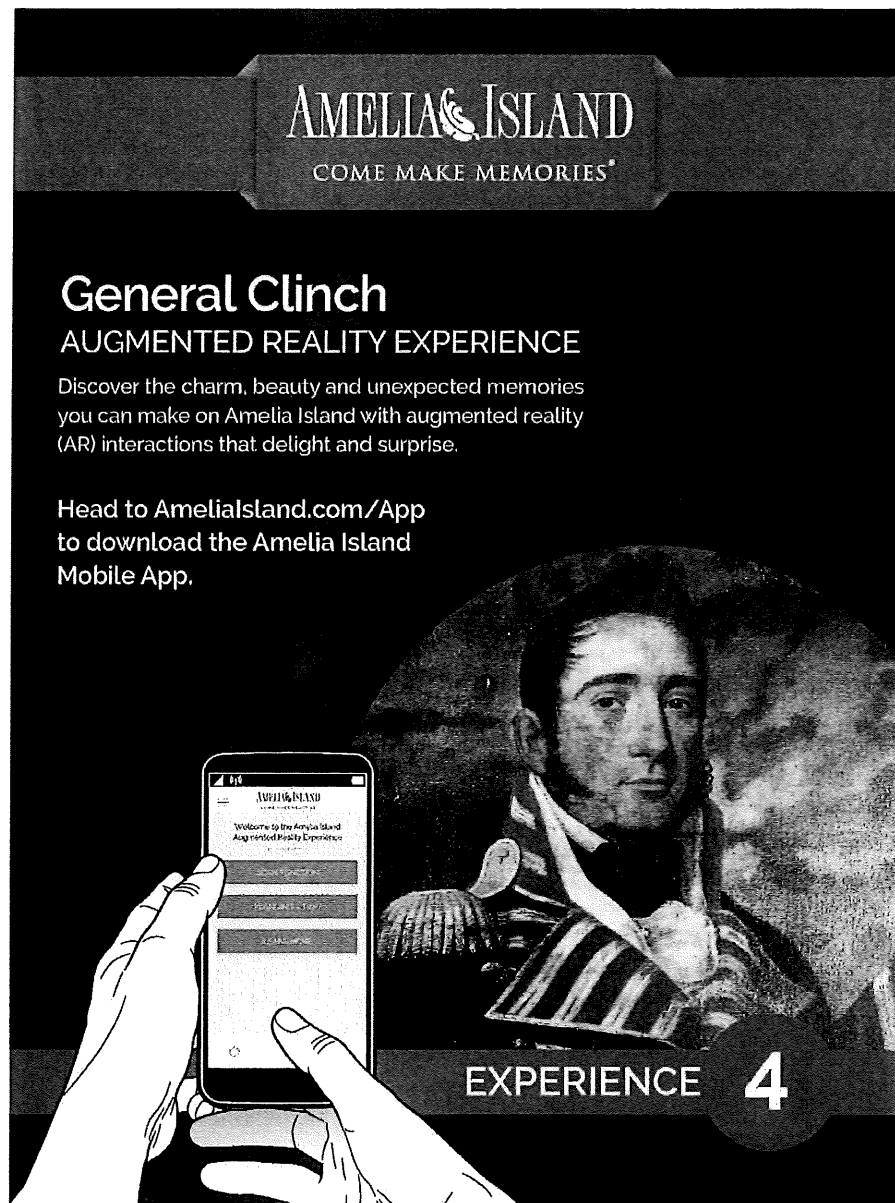


Exterior Sign Placement



Activation Signs: Initial Design Strategy*

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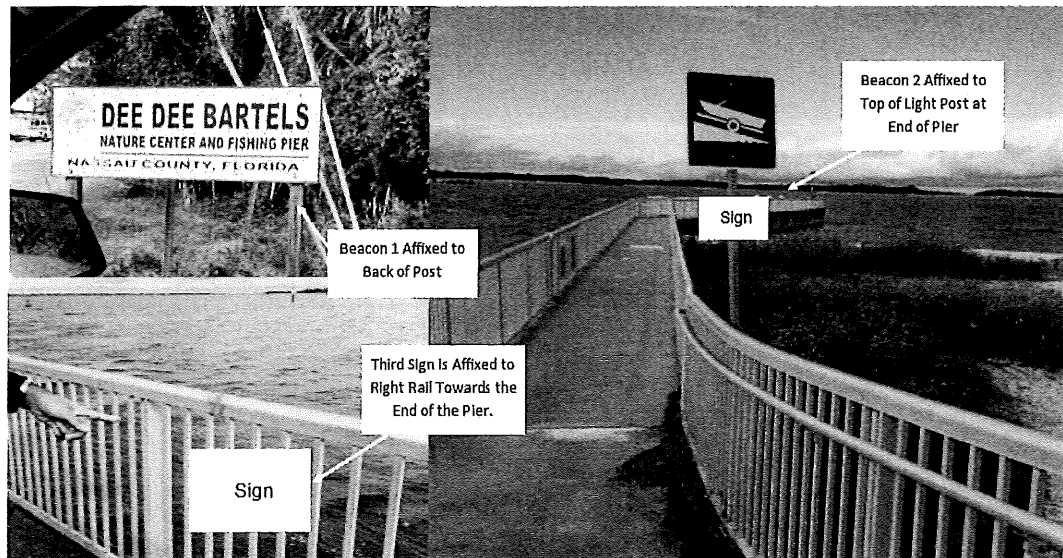


Fernandina's Shrimping History

The proposed installation for the shrimp boat activation would require 1 LTE beacon, 1 proximity beacon and 2 sign installations. All supporting instructions will be delivered via the app.

- **Dee Dee Bartels**
 - LTE Beacon 1 - used to recognize visitor and prompt in-app instructions. This beacon will be at the property entrance sign.
 - Beacon 2 - Prompts user to position themselves facing the pier and to begin the experience. This beacon will be located on the light post at the end of the pier.
 - Activation Sign 1 - used to create awareness of the experience and direct visitors to the activation point (i.e. end of the pier). This sign would be on the Boat Ramp post.
 - Activation Sign 2 - used to provide direction on where to look, etc. This sign would be at the end of the pier.

Sign and Beacon - Proposed Locations for Install



Activation Signs: Initial Design Strategy*

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