



KSC Smartguide: Kennedy Space Center Tour

Kennedy Space Center Visitor Complex, Cape Canaveral, Florida

Background



Kennedy Space Center is a site of incalculable national value, incorporating extraordinary elements of history, technology, and American achievement. Showcasing authentic artifacts, the working facility welcomes millions of visitors annually. From mid-2015 to the end of 2016, QM project-managed the RFP process, coordinated vendors, and created media content to upgrade their audio-only tour to incorporate AR, VR, GPS triggering, photos/video, beacons, “Space Chase!” educational app, and more.

Scope

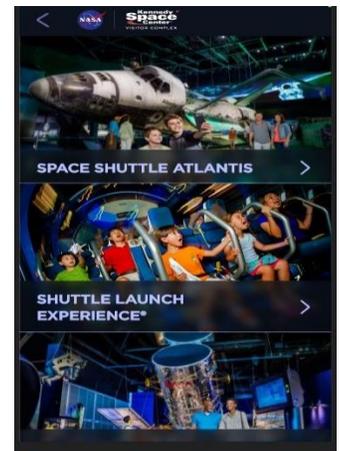


Phase I: Create and orchestrate the RFP process to find suitable vendors to integrate the advanced technology.
Phase II: Create new content based on the current audio tour and incorporate AR, VR, GPS technologies.
Phase III: Coordinate the technology implementation to create a tour experience worthy of NASA.

Results



2015—Work with KSC staff to create the RFP
2015—Coordinate responses and shepherd the RFP
2016—Project manage vendors to integrate all technology, software, and hardware deliverables
2016—Program design, creative direction, and new content development, and production (e.g., text, image, audio, video, AR, 360 photos, translations, ASL, audio description)
Nov. 2016—Launch the new KSC Smartguide!
2017—Launch “Space Chase!” educational app



Client Feedback

In 2012 my predecessor hired Q Media to develop our new audio tour program, which includes an interpretive audio tour in English plus 7 language translations, audio description, and ASL. This challenging project included outdoor locations, tour buses, and multiple large-scale museum installations. Over the years, due in large part to their excellent work and expertise, I continued working with Q Media as we opened new buildings/exhibits and expanded from audio guides into apps, hand-held multimedia devices, video, 360 photos, and upgrades, including GPS positioning, beacons, and other advanced technologies. The interpretative experience is stellar, and I couldn't be more proud of the stories and experience we deliver to our guests.

Therrin Protze, COO, KSC Visitor Complex



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