



Infinity Science Center Possum Walk Tram Tour

Pearlington, MS

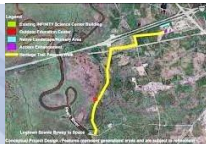
Background



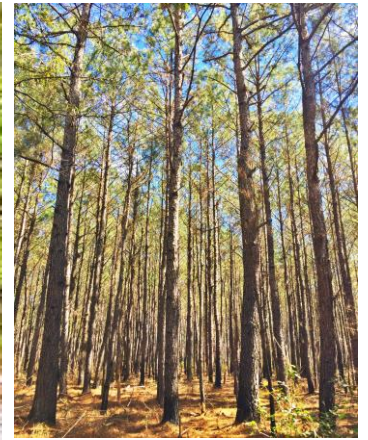
Infinity Science Center (ISC) wanted to offer visitors a GPS triggered tram tour of their *Possum Walk Trail*, a 6-mile round-trip loop located in the acoustical buffer zone established as part of NASA's Stennis Space Center. The tour would introduce guests to the various biomes through which they pass as well as bring to life the cultural history of the displaced communities previously found in the area.



Scope



ISC selected **Q Media** to design, write and produce the 45-minute tour, timed to create a seamless experience as they travel aboard an eco-friendly electric tram. In addition to narration, music and sound effects, the tour includes some very interesting "characters" who share their take on what life was like before the space age changed the area forever.



Results



Described as a "game changer" by science center leadership staff, the tour enhances visitors' enjoyment of nature, history, and science as well as increases the Science Center's revenue through add-on ticket purchase. Visitor response and feedback has exceeded projections. The GPS triggered tour is made available via **AudioConexus' TourMaster Lite** system.

Stories you take with you.



407.654.7067
qmediaproductions.com