



# SmartSigns

*One scan. A richer connection to place.*

## SCAN. LISTEN. EXPLORE. NO APP REQUIRED.

A visitor scans a tag at a physical location and instantly accesses audio, text, and translation designed for that exact spot. No app or download required. Each TravelStories™ SmartSigns product can be updated anytime, and every scan can be measured.



Wi-Fi or cellular service is required for all SmartSigns to load content.



## BRING SMARTSIGN TECHNOLOGY TO YOUR SITE



### 1 THE FULL EXPERIENCE

#### Indoor TravelStories Tours

A fully produced TravelStories audio tour, delivered stop by stop with SmartSign tags wherever GPS cannot reach.

##### THE OPPORTUNITY

**Deliver the full tour experience indoors, no GPS required.**



### 2 A SIMPLE STARTING POINT

#### Audio Signs

Turn your existing interpretive signs into instantly accessible audio and text, translated into English plus two additional languages.

##### THE OPPORTUNITY

**Get more from the signs you already own.**



### 3 GROW YOUR TOUR AUDIENCE

#### Tour Tags

A 30- to 60-second audio preview placed on a sign, trailhead, or other high-traffic location that invites visitors into your full TravelStories tour.

##### THE OPPORTUNITY

**Reach visitors who arrive unaware a tour exists.**

### EVERY SMARTSIGN INCLUDES

- ✓ Instant access with no app or download
- ✓ Location-specific audio, text, and automatic translation
- ✓ Basic per-sign scan measurement
- ✓ Permanent core hosting and easy digital updates
- ✓ Featured in the searchable TravelStories library to help more visitors discover your site

### OPTIONAL ADVANCED FEATURES

- ✓ Listening data: which audio plays and for how long
- ✓ Visitor flow and time between scans
- ✓ Custom visitor information, such as hours, directions, amenities, or safety guidance
- ✓ Scheduled and seasonal content updates
- ✓ Dashboard reporting and professionally translated content

## ONE SCAN. A RICHER EXPERIENCE.

No app • No download • Works on any smartphone

Scan to see partner options



[travelstories.com](https://travelstories.com)

Which SmartSigns solution fits your site? Talk with your TravelStories representative — [sales@travelstories.com](mailto:sales@travelstories.com)