STORYCITY

A hybrid real-world/digital experience that takes your streets & transforms your event into an immersive experience.

Story City is a platform and GPS app for location-based storytelling, with each experience only opening if you're in the right location; transforming streets into adventures, and creating new ways for people to interact with stories, and cities.

COVID has not only destroyed the arts and tourism economies, but upended out ability to do live events and reestablish audience connection. How do we hybridize our approach, balance a digital and physical solution that sees recovery for our economies, immersive experiences, but also brings back vibrancy to our cities and augments our events? The solution lies in public space and activating that space not only with immersive content, but in a way that monetizes that hybrid digital/real world experience for your community and delivers events in a socially distanced way.

Story City provides an interactive digital event and engagement solution, using the immersion and engagement of location specific content to extend the life of your events. We bring together arts, communities, and the great outdoors for partners such as festivals, businesses, and conferences to activate physical spaces digitally in a way that invites people to interact, 24/7, long after your event was live, creating excitement for its return the next year.

The Story City Platform

- **Creation Tools:** Allow you to document and capture cultural, event and performance content, presenting it in an interactive experience that encourages play.
- **GPS Self-navigation App:** geolocates this experiential content in physical real-world locations encouraging healthy outdoor activity, and increasing foot traffic, spending and engagement in event areas.
- **Ecommerce Capability:** gives you the ability to sell or collect donations for these experiences.
- **Analytics:** shows you exactly how many people (local & visitor) engaged with the content, and where your hotspots of supporters/content are as a result of your programming/partnerships.
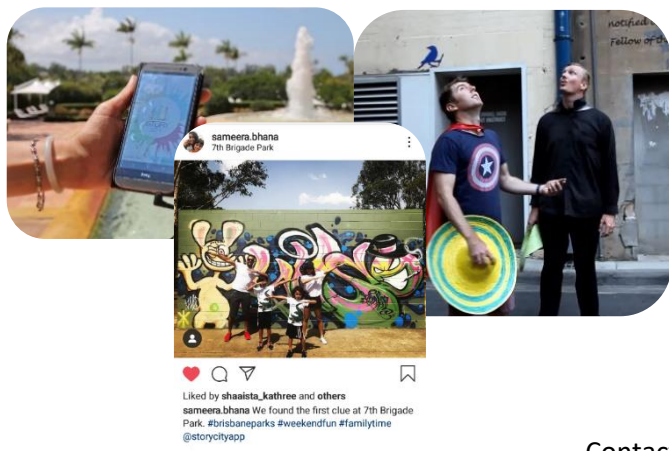
The Benefits

- **No Code Tools:** our platform requires no technical expertise so your content team can continue to tell compelling stories the way they always have but in a way that literally puts people in the drivers seat of the story.
- **User Generated Content:** upskill your employees or leverage local pride to increase brand attachment by allowing your community to use media they already love and absolutely no code, so you can actively engage your audience in building your brand.
- **Industry Agnostic:** our platform allows for experiences from self-guided tours, to location specific sport videos, to gamified clue trails, to scavenger hunts visiting small businesses, it can be used by every sector including non-profits to drive traffic and tell their stories.
- **Remove Financial Burden of Digitization:** we remove the financial burden of developing expensive apps which previously prevented biz/orgs from take advantage of these digital ~~information~~ technologies.

 25k+ Users

 40+ Media Stories

 300+ Creators

 4 Awards

We would love to talk to you about the possibilities
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