



viaPlace® University Offerings

LOCATION BASED MOBILE PLATFORM

Universities can leverage the viaPlace framework to deliver customized and branded mobile experiences to prospective and current students, staff, alumni, and visitors.

Tier 1

- Pull dynamic video/photo gallery feeds
- Mark points of interest on a Google Map
- Filter venues by proximity to end-user and user preferences (e.g., sort events by "type" and distance)
- View Points of Interest via a list view or a map view
- Share content via email, Facebook, and Twitter widgets

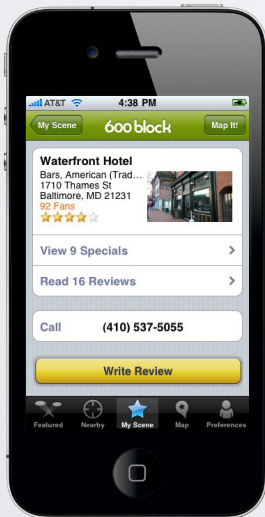
EXAMPLES:

UMBC Mobile (iPhone)

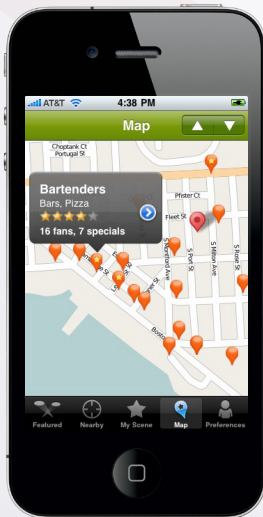
iVisit Sonoma County (iPhone)

Sonoma County Insider (Android)

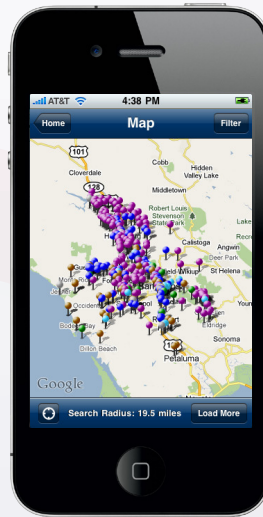
600block



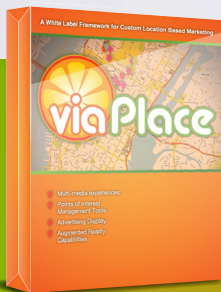
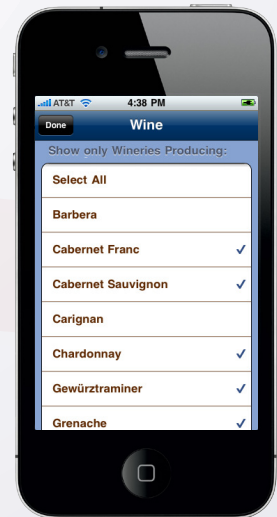
600block



UMBC



Sonoma County



viaPlace®

viaPlace is a white label B2B framework allowing users to deliver customized and branded mobile experiences to their customers. Imagine students on a university campus getting a virtual tour, or viewing the exact location of campus transportation in real time. That is the primary goal of viaPlace: to provide users with dynamic content based on their physical location. For more information visit:

www.viaplace.com

Contact Us

640 Frederick Rd
Baltimore, MD 21228
410.988.2048
www.viaplace.com
info@viaplace.com





Johns Hopkins University

Tier 2

- Entire Feature Set from Tier 1
- Custom Campus Map
- Custom Campus Dynamic Turn-by-Turn Directions
- Dynamic Tours that can be controlled by University Administrator

EXAMPLE:

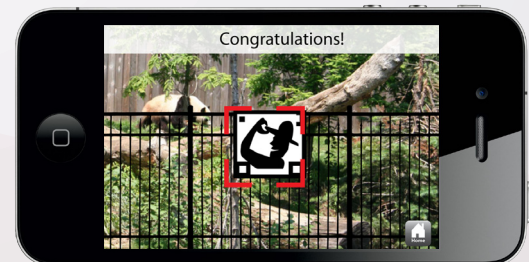
Johns Hopkins University

Tier 3

- Entire Feature Set from Tier 2
- Augmented Reality (AR) Layer
- See Points of Interest (POI) in Camera View
- Bookmark POI's and follow them on a 2D custom map or the device's built in Camera View with dynamic directional arrows
- Unlock multimedia content at POI via QR Codes or AR badges in Camera View

EXAMPLE:

Zoo Case Study



Zoo Case Study

Geospatial Content Delivery

With over 3 BILLION people worldwide using mobile devices, it's obvious that location based content delivery is important for all businesses to understand and utilize. We've developed tools for knowledge distribution, marketing, and advertising within geospatial experiences.



Scan this QR code
for direct access
to viaPlace online