



# AR, VR & Digital Transformation in the Customer Experience

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NASPD  
Annual Conference  
2021

AMERICA'S  
STATE  
PARKS

timelooper™













JUL  
2020

# COVID-19: PEOPLE SPENDING MORE TIME WITH DEVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES WHO REPORT SPENDING MORE TIME USING EACH DEVICE DUE TO COVID-19

SMARTPHONE OR  
MOBILE PHONE



**70%**

LAPTOP  
COMPUTER



**47%**

PC OR DESKTOP  
COMPUTER



**33%**

TABLET  
DEVICE



**23%**

SMART TV OR MEDIA  
STREAMING DEVICE



**32%**

GAMES  
CONSOLE



**18%**

SMART  
SPEAKER



**14%**

SMART  
WATCH



**9.1%**



## ON TOP OF THE WORLD



Imagine yourself at the top of an ancient Calusa town.

**Threats Mount**  
The Calusa were a people of the southern tip of Florida who built a sophisticated civilization. They were skilled fishermen and hunters, and their society was based on a complex system of trade and commerce. The Calusa were a powerful people who ruled over a large area of the southern tip of Florida.



"Looking to the summit of the heights of this mound, I was astonished beyond measure with the extent of the work which became visible therefrom. To the southeast and as far as the eye could reach to the southwest stood a succession of these great shell mounds with their immovable water towers, granaries, and mounds with their shell-surrounding platforms and terraces (and) to the northward, yet other series of the gigantic heights."  
(Frank Hamilton Cushing, 1891)









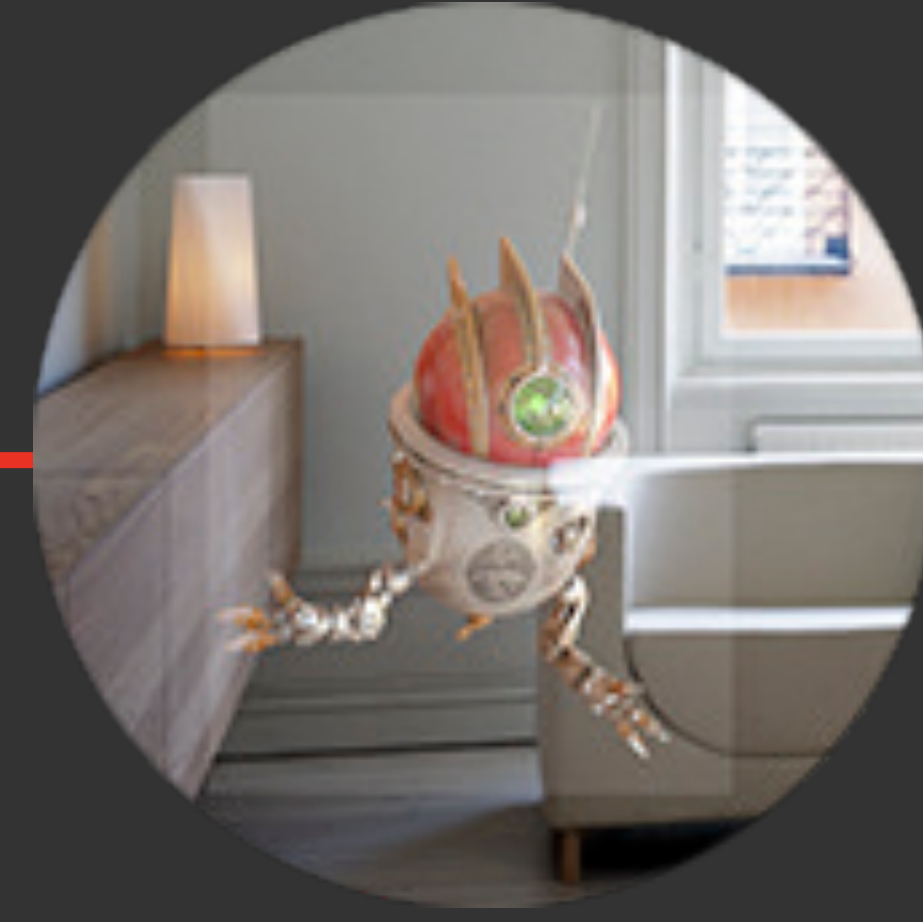




## VR

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Digital environments  
that shout out the  
real world



## AR

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Digital content  
on top of your  
real world

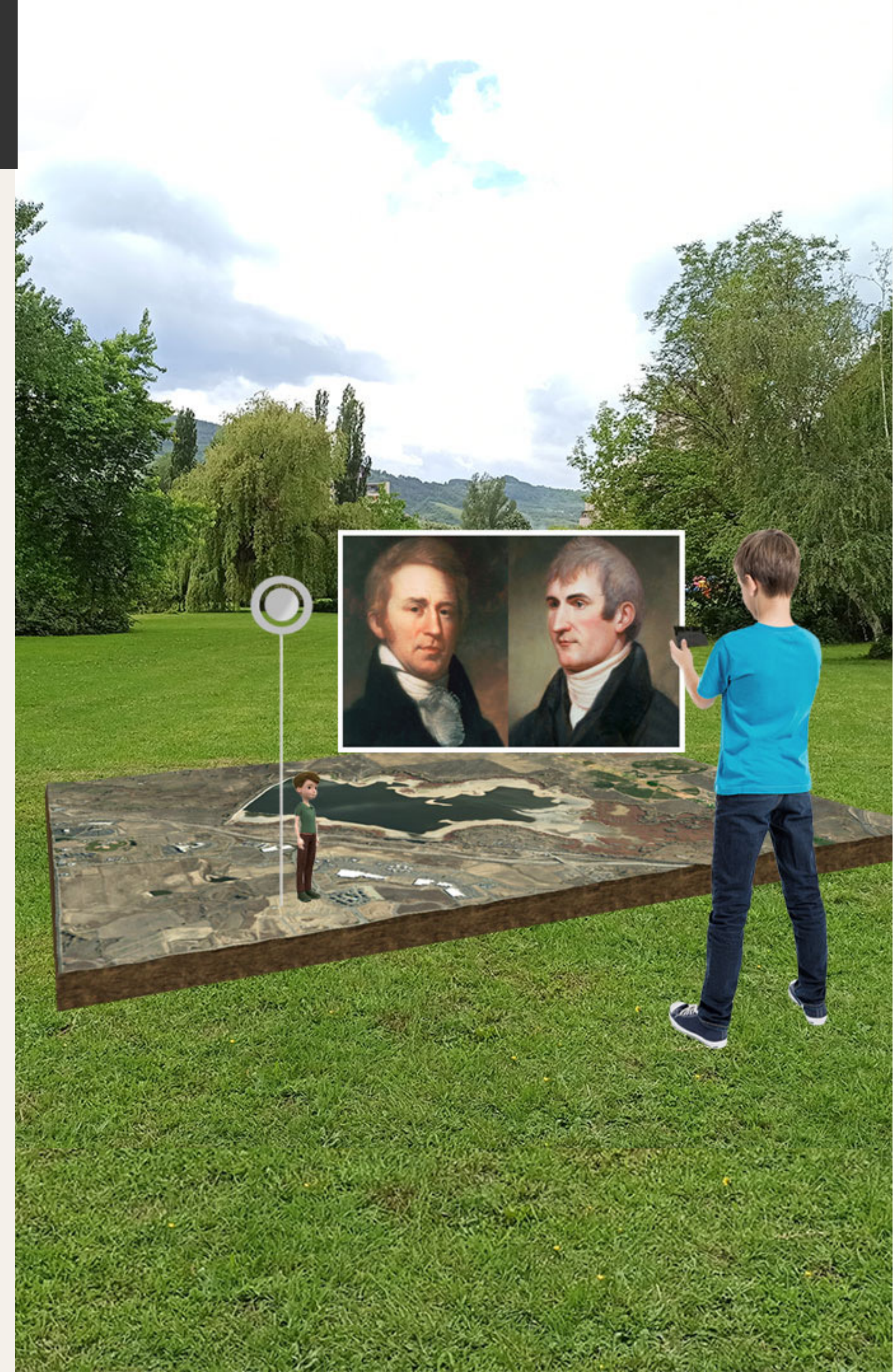


Demo video

# WHY?

1

Engaging and educational experiences



# WHY?

1

Engaging and educational experiences

2

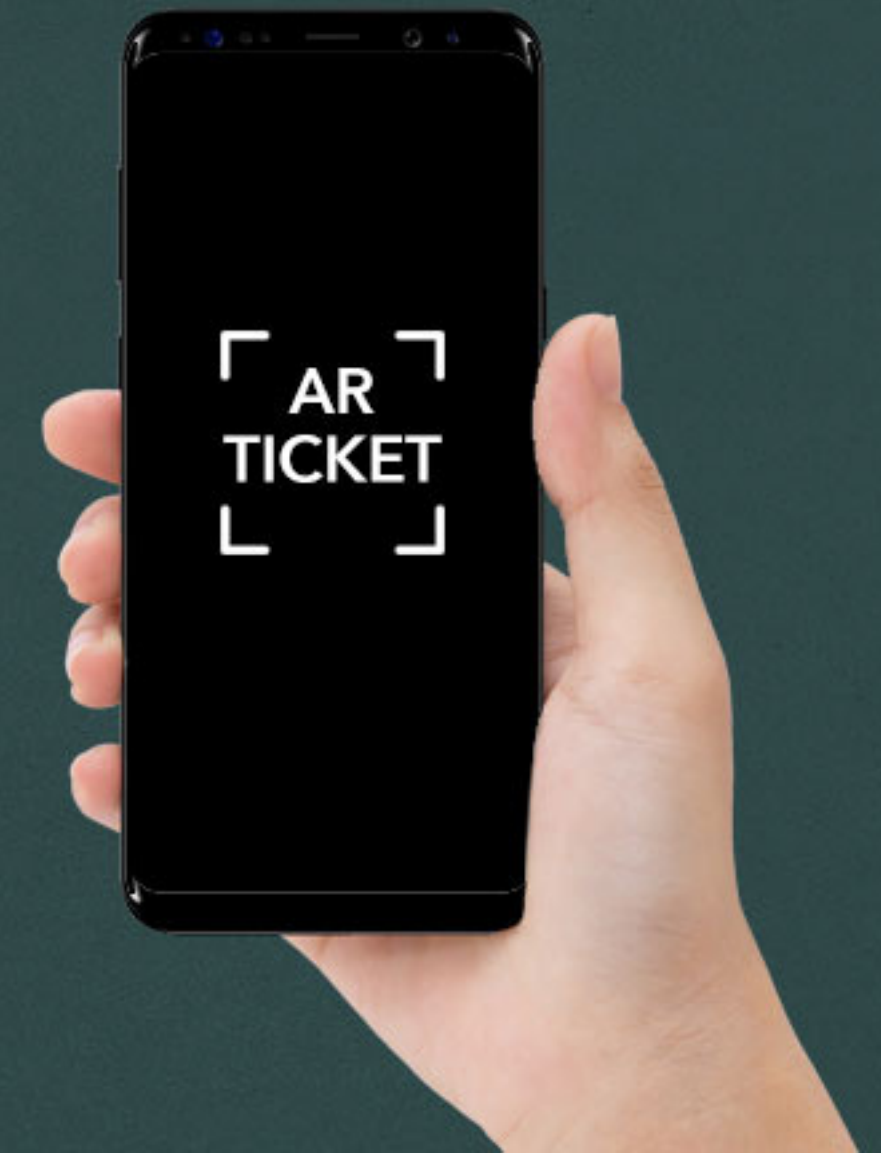
Safe individual experiences



SAFE DISTANCING



REDUCED CONTACT SERVICE





# WHY?

1

Engaging and educational experiences

2

Safe individual experiences

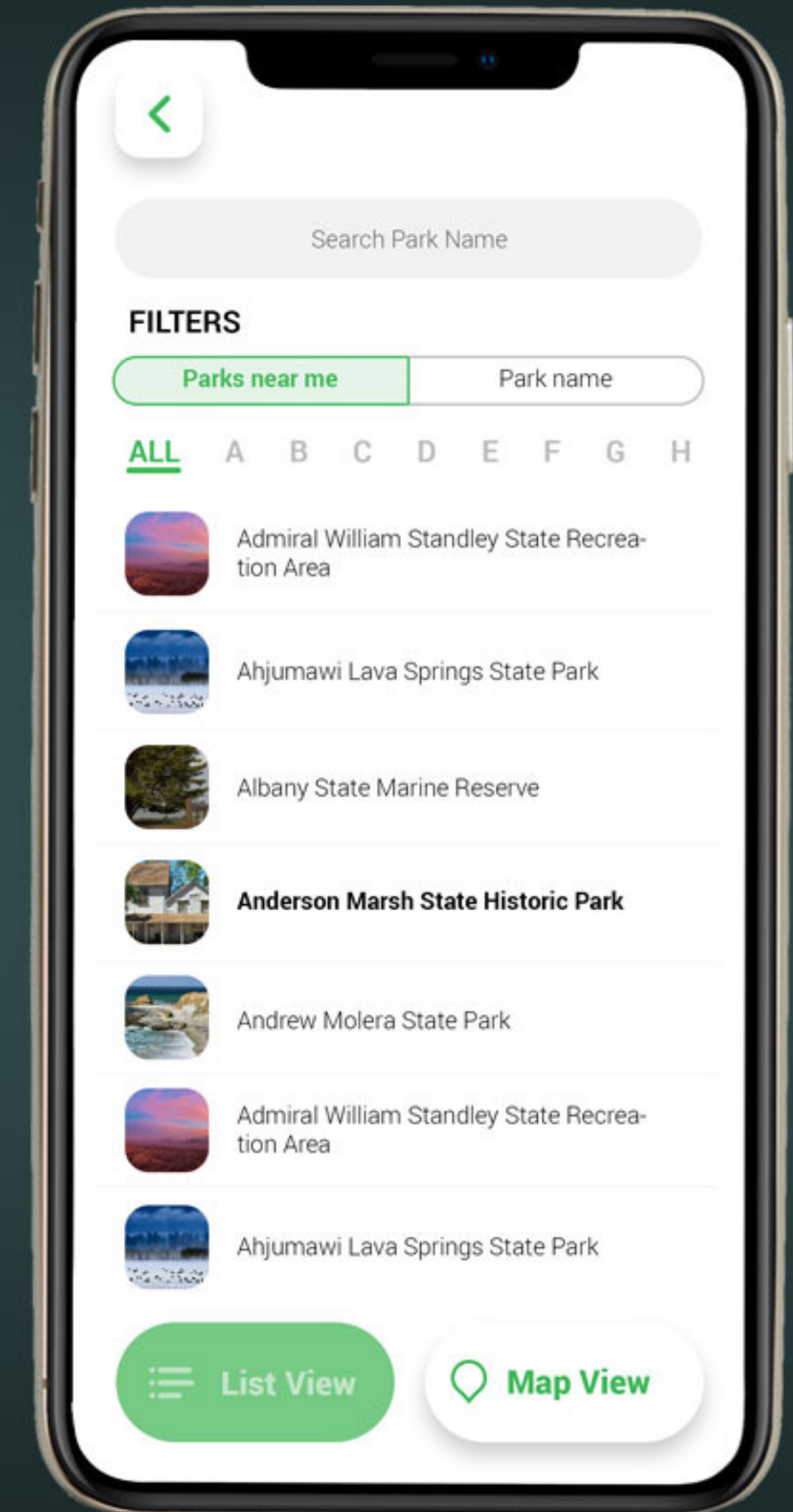
3

Consistent experiences across all parks



# WHY?

- 1 Engaging and educational experiences
- 2 Safe individual experiences
- 3 Consistent experiences across all parks
- 4 Highly scalable



# WHY?

1

Engaging and educational experiences

2

Safe individual experiences

3

Consistent experiences across all parks

4

Highly scalable

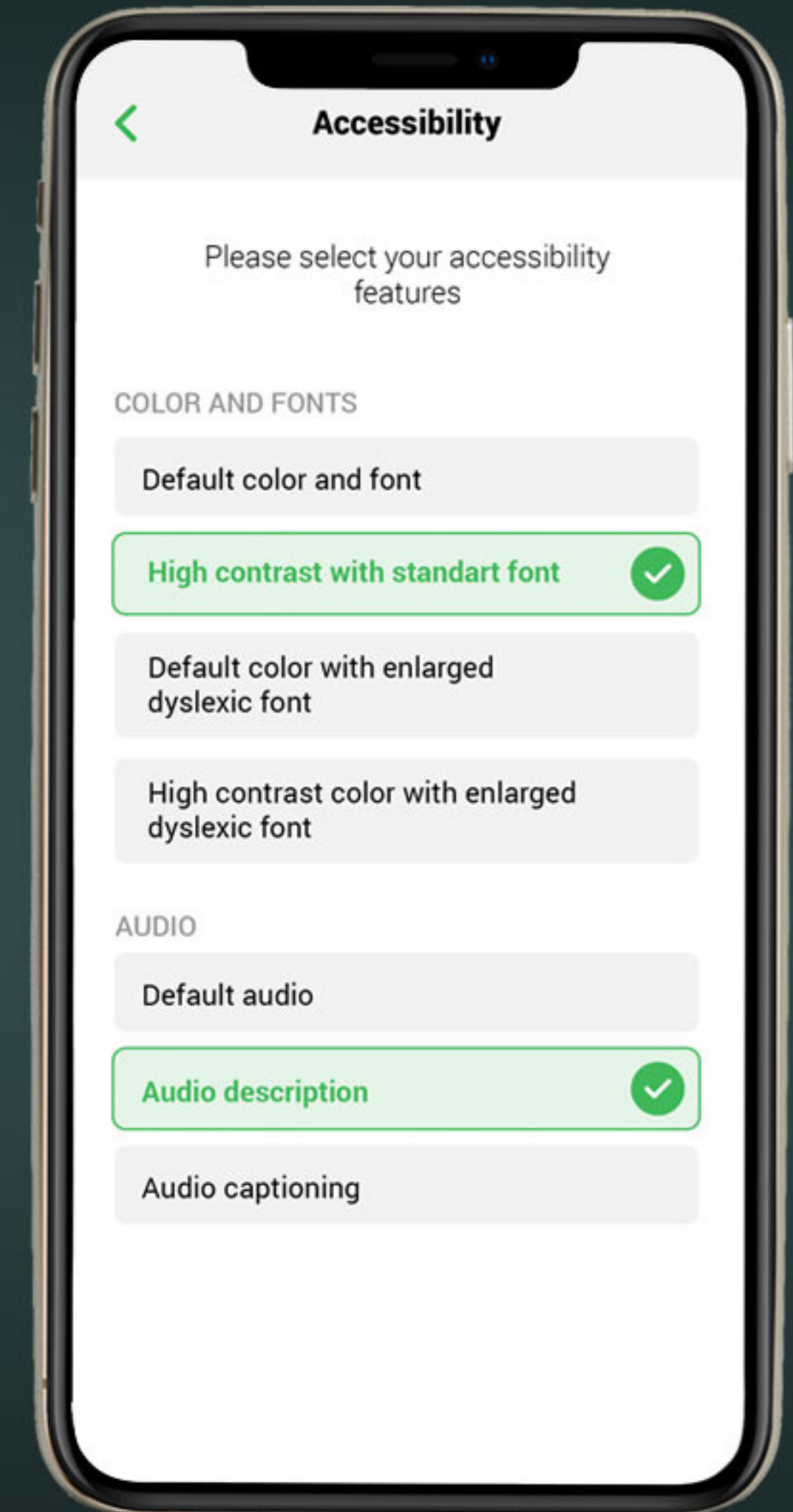
5

Reach and sustain relationships with broader audience



# WHY?

- 1 Engaging and educational experiences
- 2 Safe individual experiences
- 3 Consistent experiences across all parks
- 4 Highly scalable
- 5 Reach and sustain relationships with broader audience
- 6 Enhanced accessibility





# Q & A

100S OF INSTITUTIONS  
1000S OF EXPERIENCES  
MILLIONS OF USERS

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