



Workshop @

Sign of the times – interpretation for today and tomorrow

When planning interpretation for your site is your first thought 'Let's put up an interpretation panel'? Why not stop and think about something different? We have planned and installed audio trails, QR code trails and Bluetooth trails on different countryside sites in Derbyshire. This workshop will take an honest look at the highs and lows and share our experiences with you. We'll also look at some of the other gadgets on the market and see what you think.



A Dummies guide to 21st Century Interpretation

Firstly what do we mean by interpretation?

Interpretation is a specialised form of communication for people visiting any type of site, be it historical, cultural or wildlife based.

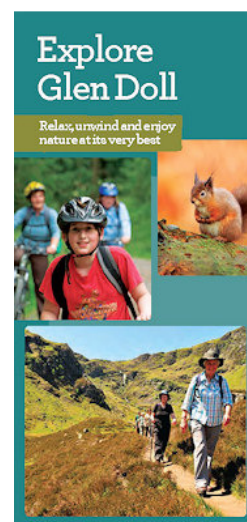
Good interpretation must:-

- Connect with an audience
- provoke their attention;
- be pleasurable;
- be interesting and meaningful;
- be well-organised and easy to use and understand; and
- Have a clear theme or idea to communicate.

Environmental interpretation involves translating the technical language of natural science or related field into terms and ideas that people who aren't scientists can readily understand.

By doing this in an entertaining way that will keep the audience captivated

This has been done in the past in many forms from leaflets, panels, signage, self-guided trail, guided walks etc.





21st Century technology has now become a tool that can also be utilised for all the above purposes and more.

Ok so are some of you thinking I'm no good with gadgets or technology. What is an audio trail, MP3, QR code or a smart phone and how could any of these improve my site and its facilities



Here are a few explanations of some of the jargon that might help you!

Digital interpretation = any type of multimedia format that can be used as a substitute or to work in unison with a panel, leaflet or person.

Bluetooth = Bluetooth is a proprietary open wireless technology standard for exchanging data over short distances and can be found on most phones

Mp3 = MPEG-1 or MPEG-2 Audio Layer III,[4] more commonly referred to as MP3, is a patented encoding format for digital audio. It is a common audio format for consumer audio storage, as well as a de facto standard of digital audio compression for the transfer and playback of music on most digital audio players.

Smart Phone = A smartphone is a mobile phone built on a mobile operating system, with more advanced computing capability and connectivity than a feature phone

Android = Is an operating system designed primarily for touch screen phones, that was developed by Google, this enables you to download apps onto your smart phone

QR code = QR (short for Quick Response) codes are two-dimensional barcodes. When used well they offer a new and low-cost way to engage users with your charity/ business/site. QR codes could be used in outdoor, direct mail or print advertising campaigns.

Audio Trail = There are many formats of Audio trail the most common used to be the old style wands/handsets you picked up in museums and carried around listening into an ear piece. Now trails can be mp3's which you download from a website onto ipod's, generic mp3 players or mobile phones. Some audio trails come with associated maps and illustrations on the website that can be printed prior to visiting a site.

Other types of audio trails can be found at the actual site you are visiting where QR codes are installed on way marker disc's or on interpretation panels that you can scan using software on your mobile phone (explained below). This will take you to the available information associated be it mp3 audio trail, a website link for the site or historical photography of the actual spot you are stood in.

Software associated with smartphone that enable you to scan QR codes

Get a smartphone scanner

In order to read QR codes you will need to install a scanning app on your smartphone.

Some reliable scanners are the Red Laser app, the Tag Reflex app or QR Droid most of these are free to download to any iPhone/ android enabled phone



<http://www.edenproject.com/blog/index.php/2012/04/go-on-the-freaky-nature-trail-and-tour/>

Bluetooth Trails = Works via installing a Bluetooth enabled device into an object/panel/noticeboard. Information on the panel will alert the reader to turn on the Bluetooth software on your phone and then data will be transferred, this has been used by Natural England in enabling users to access bird song and photo's along their routes that can be heard and viewed directly through your mobile phone.



Audio Tour = is just another form of a trail but has been approached in another way via the use of a mobile phone

Attenborough audio tour

Take our exciting audio tour with an introduction by Sir David Attenborough. Find out more about the history and nature of the site on your mobile phone. The tour covers everything you might want to know about the site from gravel extraction to the lifecycles of dragonflies.

To take the tour - call 0115 822 0700, which is a Nottingham local number. You will be asked a series of questions and then be connected to the tour. You can access the tour for 48 hours.

To join the tour costs £1.50 for 48 hours access. Subsequent calls are charged at standard UK landline rate and will be FREE with any of your free bundled minutes.

The tour can be accessed from anywhere so you can visit even from your own home!

Once you are on the tour these are the subjects and the numbers to press to get to the information:

901 - Attenborough Nature Reserve including history, wildlife and birds

902 - Attenborough Nature Centre - opening times, history and forthcoming events

903 - Gravel Pit Restoration

904 - Birds at Attenborough

905 - Delta Sanctuary

906 - Grassland Meadows

907 - Terns and Cormorants

908 - Dragons and Damselflies

909 - River Trent

910 - Family welcome

However the above tour is now being updated and Nottinghamshire wildlife trust are now investing in QR codes that will be accessible free from their website.