Feature your organization and make your stories come alive with next-generation digital storytelling on the only network built for cultural discovery. And it is Free.

**Problem**

Museums and cultural institutions realize the need for a robust digital and mobile strategy to meet the demands of today’s visitors. Yet few have the resources to meet their future ambitions.

**Solution**

Instead of building bespoke technology for each organization, we built one network for all. VAMONDE provides the newest innovations and reduces costs by sharing the network together.

**CREATE**

*Publish* rich and engaging cultural narratives on a *network* of city and cultural institutions.

**ENGAGE**

*Location-aware* multimedia content crafted for travel and cultural enthusiasts.

**MONETIZE**

*Call to Action* modules convert from storytelling to revenue, membership, or donations.

**LEARN**

*Analytics* on viewers, visitors, spend, foot traffic and more.

**MARKET**

*Demographic* details inform campaigns and integrate with social and automation tools.

Coming Summer 2018
Bring your stories to life in a multi media experience. Gain new exposure for your organization by placing your story next to all other city cultural institutions and their stories. It’s all free for cultural organizations.

**Geo Location**
Tell your stories in the places they matter most.

**Multi-Language**
Cater to both foreign and domestic visitors.

**Audio to Augmented Reality**
Serve any learning style with stories in audio, video, photo, text, and AR.

**Evergreen**
Use Channels to instantly create evergreen content.

**Innovation-now**
Continuous access to new R&D/technologies (AR, multi-language, analytics).

**Unlocking Puzzles**
Our highest level of engagement: content that unlocks through riddles, clues, location, and more.

Learn about your favorite subjects from art and science and history to technological innovations and space exploration, when you plan a trip to a Virginia museum.

**Adventures**

- **History**
- **Art**
- **Culture**
HOW IT WORKS:  CREATE TOOLS

Provide ultra high-quality experience in a multi media app. Create and publish from your desktop — no coding required.

Cut & Paste Publishing
Bring together your existing content (blogs, Facebook, YouTube, etc.) to create one enriching story.

Geo Located Storytelling
Amplify the experience by facilitating learning in the places history, art, culture…happened.

City Wide Adventures
Extend your brand and reach across your city with themed adventures/tours.

DIY — Real-Time Editing
Have an update or need to make an edit? Make changes in real time with ease.
HOW IT WORKS:

ENGAGE & MONETIZE

Call to Action Modules
Create any CTA to capitalize on a deeply engaged audience. Drive ticket sales, membership, donations, contests, programming. Anything.
**HOW IT WORKS:**

**INSIGHTS & ANALYTICS**

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.

---

Understand how people interact with your content. See which content converts into physical visits.

**Digital Performance**
Content performance data down to the individual user level.

**Physical Location Data**
The only platform that tells you which content is driving actual visits and why.

**Demographic & Interests**
Know your visitors on an individual and interest level.

**Market/Macro Level**
Compare your performance to similar areas and markets.
There are many ways to share your stories with your audience. VAMONDE gives you the most out of your content, effort, and spend.

### relative values of comparable alternatives

<table>
<thead>
<tr>
<th></th>
<th>Website</th>
<th>Mobile Site</th>
<th>Mobile App</th>
<th>VAMONDE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>Med</td>
<td>Med</td>
<td>High</td>
<td>✓ Low</td>
</tr>
<tr>
<td>User Experience</td>
<td>✓ High</td>
<td>Med</td>
<td>Low</td>
<td>✓ High</td>
</tr>
<tr>
<td>Maintenance</td>
<td>Med</td>
<td>Med</td>
<td>High</td>
<td>✓ Low</td>
</tr>
<tr>
<td>Performance</td>
<td>✓ High</td>
<td>Med</td>
<td>✓ High</td>
<td>✓ High</td>
</tr>
<tr>
<td>SEO</td>
<td>✓ High</td>
<td>Med</td>
<td>Low</td>
<td>✓ High*</td>
</tr>
<tr>
<td>Content Depth</td>
<td>✓ High</td>
<td>Low</td>
<td>Low</td>
<td>✓ High</td>
</tr>
</tbody>
</table>

* = Coming 2018