Developing and Delivering Digital Content Through Multiple Media Avenues and Exhibits at Florissant Fossil Beds National Monument, CO

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Quick Intro

- Florissant Fossil Beds
  - Late Eocene (~34 Ma)
  - Lahar and lacustrine deposits
  - Giant redwood stumps and very delicate plants and insects
  - National Monument since 1969
    - Established many precedents of modern environmental law
    - But known as a fossil hotspot since the 1860s

Why does this matter?

- For all the new media buzzwords, it's actually about connecting with PEOPLE
- Visitors have seen museum exhibits before, but we want to provide more
- People are becoming more accustomed to digital content
- We need to engage visitors with modern media

What are our goals?

- Innovate
  - No other park, especially a park with paleo resources, is attempting this level of technology innovation
- Show visitors a paleo experience unlike any they've likely seen before
  - Small, fragile fossils; not giant dinosaurs
  - Need a new kind of park experience to still blow people's minds
- GOAL: Engage our visitors with interactive digital content to get them excited about our park and it's unique paleo resources

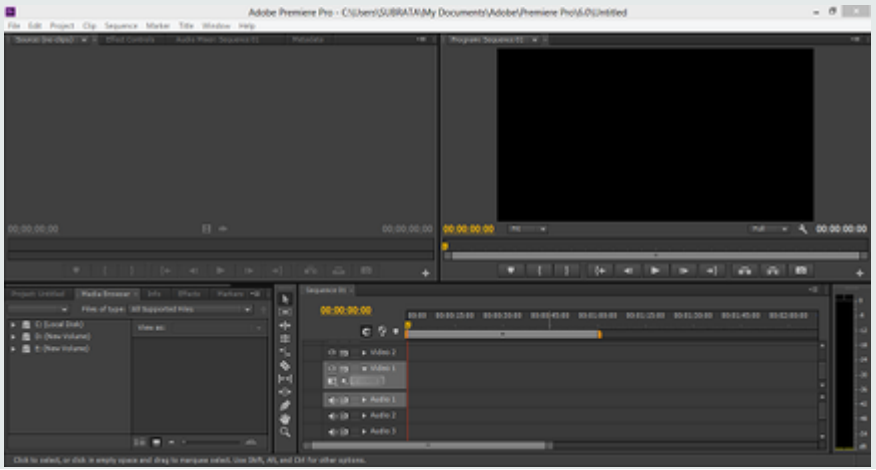
(Not to scale)

What different media avenues are we using?

- Touchscreen Kiosk
- Livestream paleo lab tour
- Augmented Reality App

The Tech

- Cameras and microphones
  - Lots of details to sort through
- Paralinx Triton System
- Software:
  - Audio/video editing
  - Augmented Reality Software
- Somebody who know how to use it

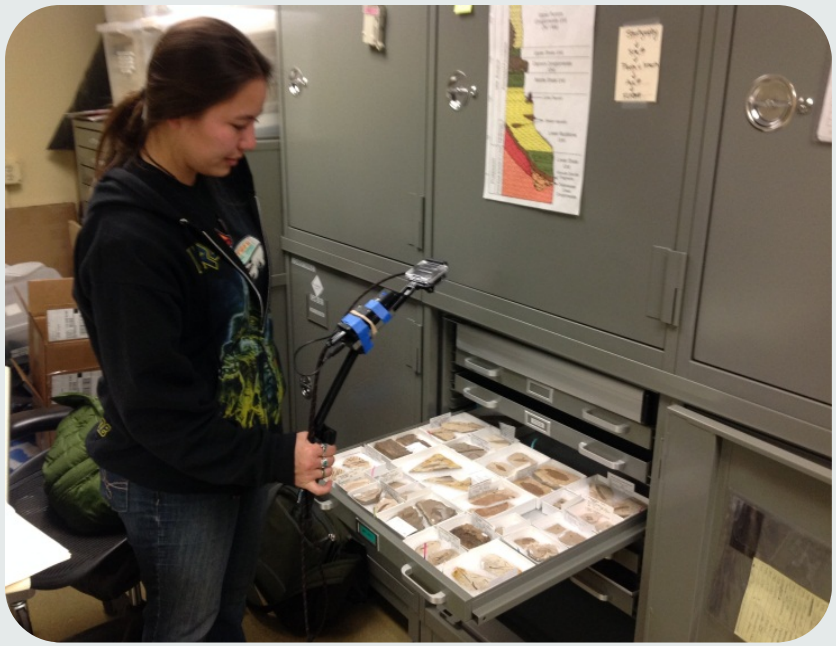


Content: Touchscreen Kiosk

- INTERACTIVITY – Key to visitor engagement
- Content can be updated with new discoveries or fresh content

Content: Digital Paleo Lab Tour

- Our lab purposefully lacks a lab "viewing window"
  - In general, we have smaller more delicate fossils
  - And a smaller lab/prep space
- We thought, our concept is to walk visitors through the collections area digitally



Content: Augmented Reality App

Florissant Fossil Beds National Monument

National Park Service
U.S. Department of the Interior

Click here to learn to listen to our paleontologist talk about Charlotte's continued contribution to Florissant

Charlotte Hill

Homesteader turned naturalist

Women played an important role in the early days of Florissant. Charlotte Hill was a pioneer and homesteader here in the late 1800s. This remarkable woman raised seven children, ranched with her husband, and pursued her avocation of collecting fossils. Her collection efforts helped unveil Florissant's reputation as a world-class fossil site. She is credited by paleontologists for finding many of Florissant's first known fossil species.

[illegible] Its exact location is unknown.

Touch the *Prodryas* to see a slide-show of other fossils found by Charlotte and her family

Charlotte Hill's finds included the famous *Prodryas persephone* [illegible] ever found at Florissant.

Prof. Scudder went over to Hill's ranch to see about some fossil insects Mrs. H. had been collecting for him...[she] had boxes upon boxes of... most perfect insects of various descriptions.

From the field journals of Arthur Lakes, teacher and fieldworker-for-hire, 1877

Charlotte and Adam Hill.

According to the 1880 census, Adam [illegible] changed his occupation from carpenter to specimen collector.

Only two miles from the Florissant post office are the quite famous petrified stumps. They are situated on a ranch owned by Adam Hill, and are the pride of his wife, Mrs. Charlotte Hill, who has turned naturalist, and has displayed at her home an elegant array of geologic specimens... This place furnishes a most interesting study for the naturalist and is visited every year by large delegations from the colleges and scientific schools of the east.

The Fairplay Flume newspaper
June 17, 1880

Challenges

- Tech requires some level of familiarity and expertise
- Subject to unexpected failures
- Filming isn't easy, and conditions don't always cooperate
- Have to balance science content with attention span and being entertaining

FINALLY: the product

Broader Applications

- Other parks can try this too!
  - We can all learn from each other
- Don't be intimidated by the technology
- No longer need to rely on outside help to create the content, can all be done in-house

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