

Wildlife app for iPhone launched

Parkspotter Africa, a new wildlife app, has just been released worldwide on the iTunes App Store. The app is a joint release between MapStudio and mobile app developer Polymorph.



Parkspotter Africa is the first application of its kind to spot and share wildlife sightings on social media, and also photograph, identify, save and share sightings with geo-location, date, time and categories to create a personal record of sightings - or even a life list. This feature also enables other visitors to the park to view the sighting's photo first before rushing off to the scene. The sightings feature is also designed to allow the user to upload photos and sightings at a later stage to edit the information afterwards, if they don't want to upload them immediately.

Another feature of the app is that all content, including the detailed park maps, are stored on the phone itself and so except for sharing your sightings, you do not need costly Internet access while using the app in the parks.

Currently the app comprises five southern Africa parks including: the Kruger National Park (North), the Kruger National Park (South), Etosha National Park, Kgalagadi Transfrontier Park and the Addo Elephant National Park, with many more parks to be released soon.

Features:

- Park and accommodation information for 67 rest camps with high quality images and up-to-date content details;
- Information on a total of 246 points of interests, including historical sites, viewing sites, water-holes and picnic sites;
- Information and facts on 223 animal species including their common and scientific names, size, habit appearance, interesting facts, status, spoor and photo graphs;
- Information and facts on 29 flower and tree species including their common and scientific names, size, habitat, appearance, interesting facts, status and photographs;
- Content and maps are stored within the app, so it can be used without needing internet connectivity;
- User-friendly interface with easy swiping and navigation between different features and view options; and
- Sharing of rhino sightings prohibited with an option to donate money towards conservation organisations.

Parkspotter Africa is free to download from the iTunes App Store, which will allow users to select a demo park and view some of its content as well as upload up to 10 sightings. To gain access to all the content at

maps, each park is available as separate in-app purchase at USD4.99 each (Kgalagadi, Etosha and Addo) and USD6.99 each (Kruger North and Kruger South).

For more information and to watch the preview video of the app, go to www.parkspotterafrika.com.

For more, visit: <https://www.bizcommunity.com>