Magic Solutions

Mission meets Revenue ...........
and both win!
Effecting Conservation

We used to think conservation meant breeding endangered species and supporting field efforts... And – of course - it still does.

18 years ago the Vancouver Aquarium realized it is only by helping more and more people become aware, change their perspectives on nature, and begin to change their habits – that we can really effect conservation.
Conservation means growing our audiences.... and our storytelling ability!

Growing numbers visit the Aquarium in Stanley Park – we hope!

More and more people interact with us through the digital universe

We’ve expanded our story development capacity and capability, our ability to obtain and process content about what is happening in the natural world.

All focused on connecting with people - to start the process of raising awareness, changing their perspectives, helping them begin personal change, and motivate them into taking action.
We are working hard on expanding our audiences

<table>
<thead>
<tr>
<th>CONNECTIONS</th>
<th>Today</th>
<th>2015</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Visit the Aquarium</strong></td>
<td>900,000</td>
<td>1,100,000</td>
<td>1,200,000</td>
</tr>
<tr>
<td><strong>Direct Connections</strong></td>
<td>5,500,000</td>
<td>10,000,000</td>
<td>20,000,000</td>
</tr>
<tr>
<td>(1 to 1 touch points, no Twitter)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>I Way Views - via - Communications and Media Channels</strong></td>
<td>650,000,000</td>
<td>1,500,000,000</td>
<td>3,000,000,000</td>
</tr>
</tbody>
</table>
We’re using every method possible to communicate with more people

Traditional methods:
- interpretive graphics
- human interpreters
- video presentations
- press releases
- information updates
- talks and other public programs

Digital methods:
- websites
- blogs
- social media (Twitter, Facebook)
- e-mail messages/”blasts”
- communication set up for search engine optimization
- YouTube

Now Games for “smart devices”
An Enhanced Focus on our Visitors

Our goal is to provide more and new ways visitors can use to interact more directly with our content (information).
presentations and shows

We’re using more presentations and shows, and using both conventional and new technology to augment them
Current Technology – New Technology

We are using current technology and trying to understand how to use emerging technology.
We can now connect our Aquarium to many parts of the natural world – live, in real time.

Our question is – so what?

How do we use this capability to enhance a visit, and the engagement that produces changed visitors?
No Answers Yet

- We are planning new ways of enhancing the connection between our visitors and the natural world

- Come see for yourself, 9th IAC in 2016 – in Vancouver
Our latest venture – social games for smart devices (smart phones, iPad)

- Spark Bridge Interactive is a Vancouver Aquarium-based social game development company
- We produce games for smart phones that visitors can download in our aquarium – featuring our content.
Snappz is an Interactive Treasure Hunt game that highlights the best that aquariums, zoos, museums and other destinations have to offer!

- EXPLORE the wonders that surround you during your visit.
- FIND Snappz Tagz to earn virtual coins and unlock fun interactive challenges that enhance your visit.
- PLAY challenges created by the locations’ expert staff to highlight the animals, exhibits and attractions that you don’t want to miss.
- WIN your prize by completing enough challenges and earning coins.

Once your visit is over, use Snappz to access special online content including blogs, videos, exhibit cams and more!

Want the Snappz App in your location?
Try It Out...

Free download from the iTunes App Store or Google Play
Mission Meets Revenue

Moving outside our walls how do we create games around our programs and effect behavioral change?

Snappz gives us the vehicle to achieve so much more.
More to Come

- The effort continues
- Snappz experience will get deeper
- More engaging mission based games are in development
- Stay tuned