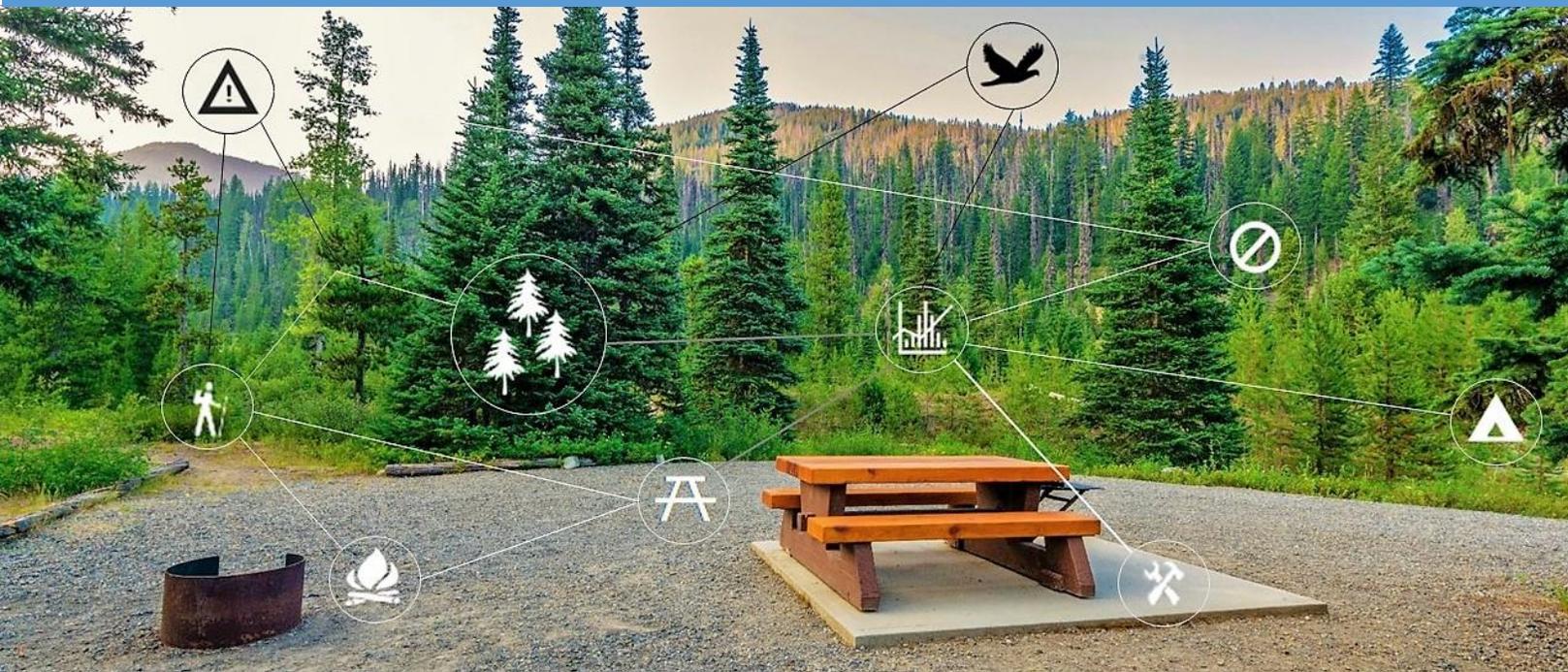


LocaleIQ™ Management Suite for Outdoor Recreation



Nau Media's **LocaleIQ™ Management Suite for Outdoor Recreation** provides a cloud-based solution purpose-built for outdoor recreation land managers and concessionaires to streamline and simplify their location-based information management and publications.

Building Interactive Maps

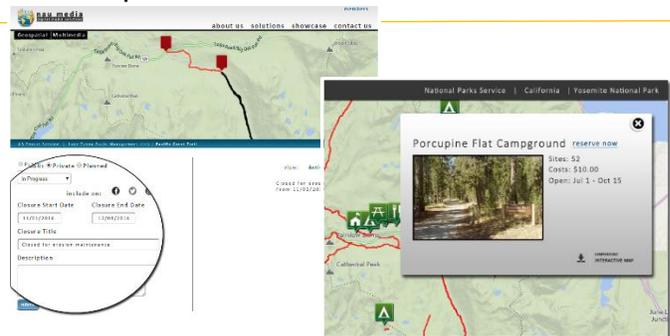
Whether you're a large recreation land manager, or a sole proprietor outfitter, **LocaleIQ Content Manager**, **Maps Manager**, **Projects Manager** and **Events Manager** require little training and no software downloads, allowing you to be up and running quickly, publishing location-based content, maps, and events to the public while managing internal location-based planning projects.

Volunteer Tracking

Tracking and managing volunteer data in association with their area of impact gives you measurable information on the value your volunteers are bringing to your organization, as well as understanding volunteer demographics, thereby supporting intelligent volunteer recruitment decision making,

Inventory Management

Tie inventory tracking of wildlife and plants to a location and benefit from trending data overtime. Did the reseeding or introduction of a new species have an impact on other plant or animal life in a specific area? **LocaleIQ** makes tracking this valuable information easy.



Sales & Reservations

Outdoor recreation organizations have a unique set of inventory and fulfillment requirements and industry specific operational need. To best manage your consumer and partner generated revenue stream, you should have an ecommerce solutions purpose built for your needs.

Whether you need to manage campground reservations, permits, special events sales and promotions, annual passes, services booking, donations, or simply take no-charge sports field reservations, **LocaleIQ Sales & Reservations Manager** allows you the flexibility to create and manage inventory and allow online shoppers to buy or reserve items you offer.



Internal Collaboration & Project Management

The content you publish will likely be dependent on planning that takes place with colleagues, between government agencies and/or contractors. Our Cloud platform allows you to collaborate in real-time with your colleagues no matter where they are located. Jointly plan internal projects and manage project progress with **LocaleIQ Project Manager**.

Multilingual Capabilities

Reach your audience in their local language via interactive digital maps and online content.



Real-Time Updates

LocaleIQ gives customers the ability to manage and deliver this information in real-time via the cloud, giving field staff the ability to manage data and information from anywhere, on any internet accessible device, freeing up technical staff to do more important tasks than managing software downloads, maintenance tasks, and heavy computing resource requirements.



LocaleIQ
Intelligent Location Management

Public Collaboration

During the planning process you want transparency with the public, you can share plans through **LocaleIQ Content Manager** and **Map Manager**, then when you need feedback from the public around a location-based project such as new trails, parks, recreation area, or any growth plans, **LocaleIQ Survey Manager** allows you to solicit input that can then be efficiently analyzed and incorporated into the project.

Location Intelligence

The **LocaleIQ Business Analytics Manager** gives you the data and reports you need for location intelligence (LI) insights and to more easily manage your business.



Key Features & Benefits

- Map platform agnostic
- Lands, trails, infrastructure and points-of-interest mapping
- Publish real-time alerts, closures and notifications
- Internal collaboration during planning phase
- Project management for field staff via any internet accessible device
- Reservations and sales of venues, products, and services
- Survey for public feedback and preferences gathering
- Descriptive content, geospatial and multimedia information management
- Real-time publishing of content and data internally and externally to any Internet accessible device
- Events creation, mapping, management and bookings
- Business intelligence and reporting to analyzing your organizations digital media content and services in the cloud
- Publishing to popular social media sites with one-click