

InfoPond the App

Watch the video: click [▶](#) at www.infopond.com

InfoPond App Objectives:

- Foster and stimulate public awareness and knowledge of Australian culture, live music, heritage, cultural tourism & events.
- Engage the public in their preferred language.
- Ensure the visually or audibly impaired can benefit from InfoPond services.
- Provide services at no cost to the public for personal use.
- Enable organisations and specialists, recognised as authorities in the subject of their field, to publish their “Class-1” cultural contributions for public use. Maintain integrity of Class-1 content to secure it as a qualified, quotable resource.
- Identify to the public “Class-1” content from content of unqualified authority.
- Enable cultural event organisers and organisations to provide “App Presence” free of traditional creation fees.
- Provide to the public a ubiquitous, national-wide, multilingual, cultural service accessible through one application.

To Achieve These Objectives

- Provide the culturally orientated InfoPond application for Android and Apple cell-phones to the public.
- InfoPond is served content from its multilingual, cloud-based information silo, InfoCloud.
- Use of InfoPond and InfoCloud is provided at no charge to the public for personal use.
- InfoCloud also acts as a gateway to info silos of third-party cultural information providers.
- InfoPond’s access to multiple information silos via InfoCloud is seamless and transparent to users.
- InfoCloud empowers qualified third-parties and team members to upload Class-1 content.
- InfoPond can auto-determine user location, whether user is outdoors or inside a participating venue.
- User’s outdoor location & proximity to cultural objects, regions & select tourism opportunities is displayed to user on a map.
- Based upon user location, or search request, InfoPond can retrieve and display information relevant to user’s location and—optionally—audibly read content out loud to the user.
- InfoPond audible and text services are multilingual and performed in the supported language selected by the user.
- InfoPond visually identifies content contributed by an authority in the subject of their contribution as “Class-1” content.
- Class-1 content can only be altered by the provider of that content—modification by the public is not possible.
- Class-1 content is auto-translated and available in twelve or more languages.
- Class-1 content is not “framed” with advertisements sourced from external, general purpose advertisement feeds.
- InfoCloud and InfoPond services scale from city-wide to nation-wide, capable of serving thousands of concurrent users.

Benefits: One App – Multiple Info Sources – National Coverage – Multiple Languages = Larger Audience

- InfoPond can drive users to cultural, heritage and select tourism opportunities via use of “clean” maps depicting user’s proximity to these things. General map services dilute cultural opportunities with a plethora of miscellaneous content.
- By aggregating information silos of various cultural services, content is presented in an organised manner to a larger, broader and unified audience.
- Aggregated information can “cross-pollinate” user exposure to lateral cultural opportunities.
- A single application providing nation-wide cultural services can increase uptake through spontaneity and convenience—there is no need for users to download a separate application for every attended venue, topic, region or tour.
- Class-1 information is secured from public modification and thus suited to academic pursuits. This contrasts to “map” and “pedia” services which allow public content provision and modification.
- Provision of Class-1 content in a minimum of thirteen languages increases target user base, servicing a greater population.
- User registration and login is not required—content is publicly, spontaneously and ubiquitously accessible.
- InfoPond can be used inside participating cultural venues—users simply scan codes to auto identify and play/display content.

InfoPond App is provided free in Australia by Info Org Ltd.,
a not-for-profit organisation. Learn more at:
info.org.au

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