



CASE STUDY

POLK COUNTY and GPS Wayfinding

Engage by Cell has solved a problem that every city or county faces with physical maps. Polk County in Central Florida is launching their new Engage by Cell mapping services at the beginning of 2024.

THE PROBLEM

It is difficult to show county residents and visitors all the parks and attractions the county has to offer. Traditional paper maps have limitations — they are difficult to disseminate, not environmentally friendly, difficult to change, and do not show where visitors are located in relation to the county's many attractions.

THE ANSWER

Engage by Cell built a wayfinding tool for mobile phones that can be changed on the fly, show the user's current location via a blue dot, and show markers representing all the attractions and highlights in the county. The tool does not require downloads, and is accessible through a link or QR code.

Polk County will promote a customized QR code to the public. Residents and visitors simply scan, and the map opens showing their location and all the amazing things there are to do in Polk County. The map shows a county snapshot and gets as detailed as you wish.

TO LEARN MORE, CONTACT US TODAY!

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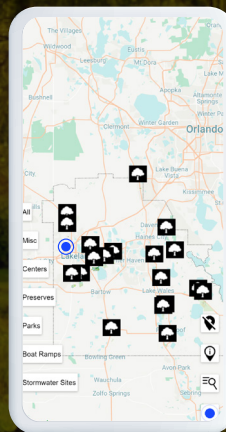


Tap the points of interest for more information

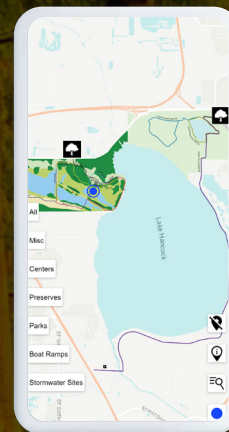
We take your existing designs and place them on a Google Maps interface

Blue dot indicates real-time user location!

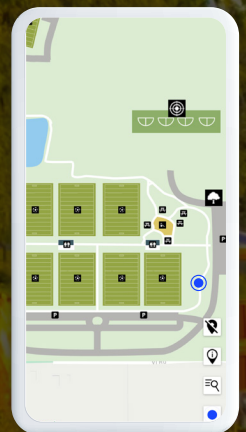
Tap to see markers in specific categories



Full County
View



Town
View



Park
View