

MEDIA RELEASE
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FOR IMMEDIATE RELEASE

New Jetty App is LITT

CHASING Octopus and Whales will replace Pokemon on the Busselton Jetty as it launches a new interactive app next week featuring Augmented Reality along its 1.8km length.

Partnering with one of Australia's most progressive social media companies based in Perth, the LITT app features an interactive community-based platform that will see visitors immerse themselves in the latest Augmented Reality technology and be rewarded with exclusive deals and discounts.

Busselton Jetty CEO Lisa Shreeve said when the popular Pokemon Go AR game was at its most popular a few years ago, people would come from all over the world to chase the augmented reality creatures.

"We wanted to create something interactive but we wanted it to feature our unique Jetty stories," said Ms Shreeve.

"Peter and the LITT team came to us with a proposal that was able to incorporate historical elements like Cyclone Alby, the 1999 Jetty Fire but also feature our unique marine life, above and below the water."

Visitors to the Jetty just have to download the LITT app by scanning the QR Code on the Busselton Jetty Experience posters, or directly from their App Store and have their notifications and location services switched on with Internet connection to participate in the augmented reality experience.

"While going for a walk on the Jetty or a train ride, notifications will pop up at several locations along the Jetty and people can look around to find the AR image. Once they tap on the image, they are offered a special deal they can accept or reject."

"It's a new fun way to explore the Jetty and we hope to be able to add our audio tours to this app in the coming weeks so people can hear the stories of the Jetty too as they go for a walk."

"One of the coolest features is we have been able to recreate the experience of a southern right whale swimming past our Underwater Observatory bottom window so now everyone can see it, even though it happened a few years ago."

The augmented reality features operate on the Jetty between 9am and 6pm while the Interpretive Centre is open to redeem vouchers.

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