

# treBG

powered by tremap™

## Collection Management and Virtual Visitor Guide System for Botanical Gardens, City Parks & Gardens, Campuses & Arboreta



The world's simplest, quickest, most environmentally friendly collection management system!

- **Ideal for botanical gardens, city parks and gardens, university and college campuses and arboreta - Map and create virtual labels in seconds** right on your phone. No more time and money spent on physical labelling systems!
- **treBG also provides you with a slick Virtual Visitor Guide** - add a host of enriched content to the info screens for each tree (images and video, text content, links to social media, ability to "like" a tree, a button to donate for the care of a tree, personalization of a tree to a person or corporate entity). treBG gives visitors to your green spaces a *vastly* more engaging visitor experience!
- Integrates with the treTube Tree Species Video Library to give green space visitors access to two minute video vignettes for any tree in your collection.
- Place just a few physical signs at green space entry points to prompt visitors to download the treBG app. Then, let them tour your site with a wealth of digital information displayed right on their phones, using your own tailor-made treBG Virtual Visitor Guide!
- Label your trees with digital labels and **eliminate damage from plastic or metal labelling.**
- Eliminate the need for visitors to approach trees to read labels and **protect your trees from harmful foot traffic around roots.**
- **Hassle free import** of existing collection datasets directly into our database and automatic creation of digital labelling of existing tree data
- **Add new accessions** to your collection and digitally label them in an instant.
- **Export your collection data** in CSV format in seconds for use in any reporting or analysis system
- Geofencing for private collections or public gardens lets you **protect your virtual collection** from unauthorized editing. Rare and particularly valuable species can be stored discreetly, hidden from public viewing.
- **Browser based Desktop Interface** for overview of collection and record maintenance
- **Track visitor movements while on your site with our analytics** and study traffic patterns and viewing habits and make much more informed decisions about garden layout (feature in development)

In cooperation with:

**eden project**

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