

Augmented Reality 'VisitPalmSprings' App Now Available on iTunes

LOS ANGELES, Calif., Dec. 15, 2015 (SEND2PRESS NEWSWIRE) – [Civic Resource Group](#) (CRG) and the [Palm Springs Bureau of Tourism](#) of Palm Springs, Calif. today announced the availability of the Augmented Reality "VisitPalmSprings" App on [iTunes](#). The joint collaboration achieves the goal of designing and delivering a mobile solution that provides instant, multi-aspect navigation data. Residents, visitors and tourists in the City of Palm Springs now have instant access to a broad range of information about the city on their mobile device.

The two organizations pioneered a comprehensive multifunction solution that supports Travel and Tourism, as well as Smart and Sustainable Urban Mobility in the city of Palm Springs. The app provides up-to-date, useful information on where to stay, play, dine, and shop so the locals and tourists alike can take advantage of everything the famous desert oasis has to offer. This application puts everything this city "like no place else™" has to offer right at users' fingertips.

"VisitPalmSprings" includes key functional features covering the latest information for those looking for what to do and how to get around the city using public transportation in Palm Springs. Users will be able to find accommodations, events, dining, attractions and more; get exclusive access to local deals; use bookmarks to help plan a journey. The app includes interactive maps and compass view. Users can virtually "move" to another location to see what's waiting for them at the next point of interest. The app also includes Augmented Reality features such as geospatial search, pointing, and pointing-enabled search. The app works offline – meaning no surprise roaming/data charges for the users. The City's newest addition, the BUZZ Trolley, shows real-time route information.

"This newly redesigned VisitPalmSprings app means visitors around the globe have an easy, modern way to navigate travel planning with the swipe of the finger," said Mary Jo Ginther, Director of Palm Springs Bureau of Tourism. "In addition to finding places to stay, play, dine and shop in Palm Springs, visitors will be able to download maps before their visit, access those maps to guide them around the city, and bookmark and share favorite places and activities. Once in Palm Springs, users can find places close to them, and access BUZZ Trolley routes in real time."

"Today's mobile citizens not only desire but, require just about everything on the go. 'VisitPalmSprings' connects citizens and tourists with a growing base of public services and local business offerings, all in real time and on any device. It is a major step toward the goal of Palm Springs becoming a true 'Smart City,'" said [Gregory G Curtin, Ph.D.](#), CRG's Founder and CEO.

About Palm Springs Bureau of Tourism of Palm Springs, Calif.:

[The Palm Springs Bureau of Tourism](#) is the City's official destination

marketing organization whose focus is to promote the City to consumers, the media, and domestic and international trade buyers, thus increasing the transient occupancy taxes and sales taxes generated for the City, and increasing the City's exposure as a world-class year-round leisure destination. The Palm Springs Bureau of Tourism is operated and managed by SMG.

About Civic Resource Group:

Civic Resource Group (CRG) is a leading digital government product company. The Company pioneered CivicConnect™, its first-of-a-kind **unified/mobile/augmented reality platform** for smart government, smart cities and smart citizens. The Company most recently rolled-out its Augmented Reality-based product for the public sector, **CivicAR™**. Since 2000, CRG has been "Fulfilling the Promise of Technology™" for the broad public sector, helping the sector to harness digital advances to connect with their constituents and deliver better and more efficient services. The Company is headquartered in Los Angeles, Calif. and Dublin, Ireland. In 2015 CRG was named to the list of **Top 20 Government Technology** Providers and **Top 20 Public Sector** Solution Providers along with being spotlighted as "**Public Sector Augmented Reality Leader**" by Wall Street Forensics. CRG is a new breed of Company with a new signature approach, blending the best of technology, design and communications in the digital age to support Sustainable Communities, Efficient Public Services, Engaged Citizens and Better Quality of Life.

Visit the CRG company website at <http://www.civicresource.com/>.

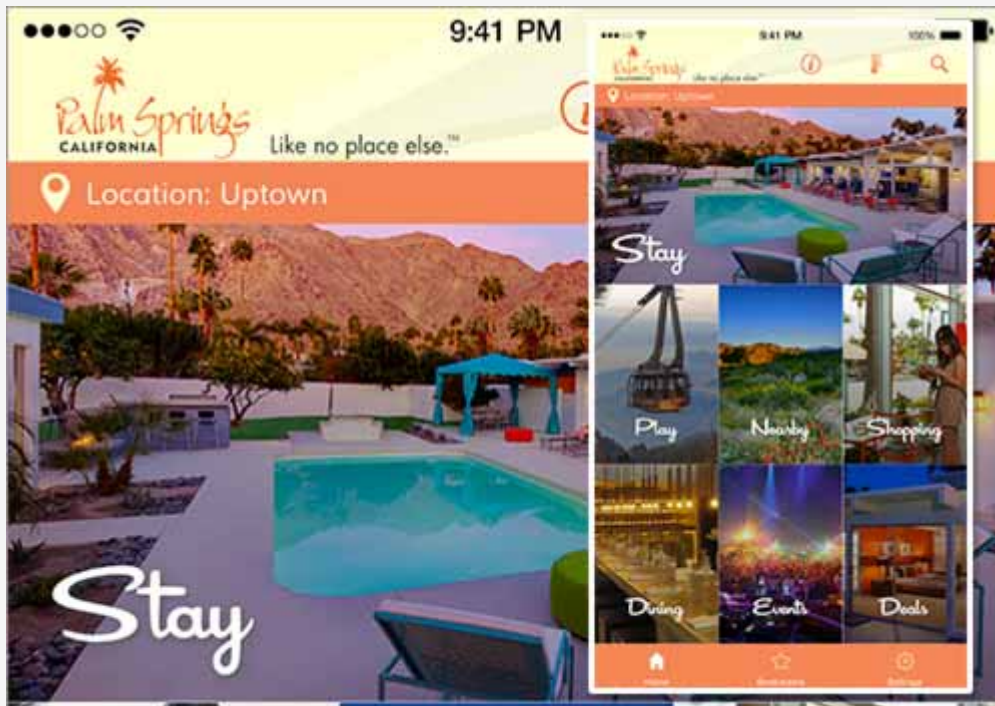
Visit the Palm Springs Bureau of Tourism website at:
<http://www.visitpalmsprings.com/>.

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