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## Phone Ranger Safari Guide App: Keep a Game Ranger in the Car With You

Ever been on safari and wished you'd had a game ranger in the car with you, explaining more about the animals you were spotting? Or are you going on a game drive, and looking to get more out of your visit? If so, look no further than the *Phone Ranger Safari Guide*, an innovative mobile app that combines audio narration, photography and fascinating information and statistics to describe 25 mammals you are most likely to see on any game drive in southern Africa.

With no internet connection required, users can read informative descriptions about each species, including the Big Five; listen to detailed stories told by a game ranger who describes the behaviour and interactions of each mammal; and browse through more than 150 striking, high-quality images.

Created in partnership by App Developer Studio and Struik Nature, with the audio developed by Eco Studios, this highly interactive app provides an easy and fun way to learn about the animals while viewing them.

"We wanted to take advantage of all the things a smartphone can do to recreate the experience of having a game ranger in your vehicle with you, interpreting what you're looking at in an informative yet informal way," Rob Maclean, managing director of App Developer Studio, said. "With this in mind we designed the app as if you were looking out of a game vehicle and added powerful audio narration to bring to life the magic of Africa's wildlife."

The app's audio can be played through Bluetooth car speakers or by plugging a cable into the MP3 port, allowing everyone to listen together at the same time.

Additional useful features that will help with locating and identifying an animal include:

- Habitat descriptions and comprehensive distribution maps
- Illustrations, photographs and measurements of animal tracks, scats and skulls
- Information on the conservation status and threats facing each animal

The key information was taken from one of the most popular safari field guides in Africa, *Signs of the Wild* by Clive Walker, published by Struik Nature. The app retails for R149,99 in the Android and Apple app stores. For more information visit [www.phonerangerapp.com](http://www.phonerangerapp.com)

### About App Developer Studio

App Developer Studio specializes in the development of beautiful, functional, robust, commercially successful apps. Its portfolio includes *Africa: Live*, which won the Best Travel App in Africa Award 2013/14 in a continent-wide competition sponsored by South African Tourism and Visa International. Check out the app at [www.wildafricalive.com](http://www.wildafricalive.com).

### About Struik Nature

Struik Nature is the leading publisher of natural history books, field guides and apps across a variety of disciplines. All its books, guides and apps are written by the region's most respected authorities in their fields, ensuring accuracy and relevance. For more information visit [www.randomstruik.co.za/natureclub](http://www.randomstruik.co.za/natureclub)

### About Eco Studios

Eco Studios is the producer of a series of audio CDs for the self-drive safari-goer, containing audio narrations of the most common animals visitors to national parks and reserves are likely to see. Visit [www.ecostudios.co.za](http://www.ecostudios.co.za)

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