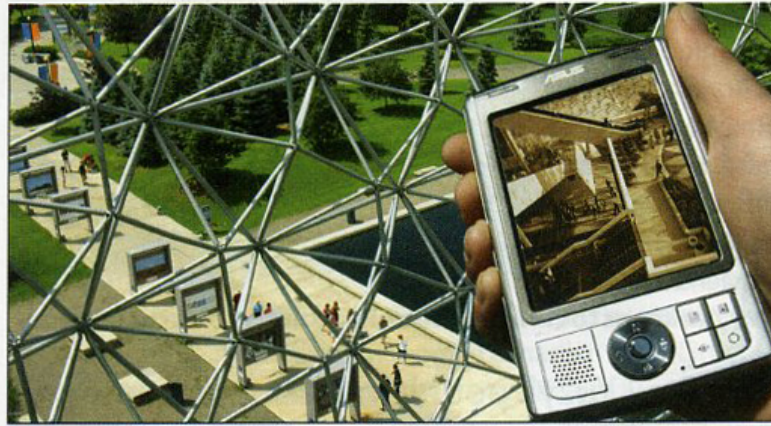


Reinventing tourism at the Biosphere



The Biosphere's Geo Tour 67 offers visitors a self-guided walking tour of the sites of the former pavilions from Expo 67, the World's Fair of 1967. Photo: Biosphere, Environment Canada.

Idéecllic (Gatineau QC), in collaboration with Environment Canada, has produced an innovative product for the **Biosphere, Environment Museum** (Montreal QC). GeoTour 67, a GPS (Global Positioning System) circuit, is a self-guided walking tour of Notre-Dame and Sainte-Hélène Islands in Montreal. This interactive geolocation application is a Canadian model for the interpretation of historic sites. The tour enables visitors, using a GPS device, to discover 26 locations corresponding to the former sites of theme pavilions at Expo 67, the World's Fair held in Montreal on the islands in 1967. GeoTour 67 offers a way to revisit Expo 67, its pavilions and its social and environmental issues. Using this digital tool, visitors are given their real-time location on the map and guided to the next point on the tour. The device automatically displays or plays visual and audio content that explains the significance of the specific location, in either English or French. Idéecllic specializes in cybermuseology and the design and development of interactive experiences.

www.biosphere.ec.gc.ca

www.ideocllic.com/flv/gpsguide-e.html

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