



dark stry

MEDIA RELEASE

AUSTRALIAN-FIRST APP UNCOVERS STORIES OF PERTH TO PINNACLES ROAD TRIP

- ◆ New self-drive immersive touring app is Australian-first
- ◆ Road trippers can now have their very own tour guide in the palm of their hand with a brand-new GPS guided audio tour from Perth innovators, Dark Stry.

The road trip from Perth to the Pinnacles is a firm favourite with visitors to Western Australia, and thanks to local innovators, Dark Stry, the journey is about to get even more interesting.

A new app-based self-guided tour, the first of its kind in Australia, combines audio storytelling with GPS maps, immersive technology, and additional points of interest to create a unique experience for visitors heading north.

Perth-based innovators, Dark Stry have been working on the technology for several years to innovate the touring space. The new tour is app-based, so people can download at their leisure and have on their smartphone ready for their drive north to the Pinnacles.

The app highlights points of interest along the way and uses your phone's GPS to automatically load audio information as you reach certain points on your journey.



Erin Clark, co-founder of Dark Stry, said: “The style of the tour means you can just sit back, relax, and enjoy your journey. The audio will start playing automatically as you pass landmarks along the way, so you’ll be served different information as you travel. It’ll also give you tips about when to turn off to grab the best food or see something cool. On top of that, it’s also got immersive technology like augmented reality filters so you can see what an area would look like when covered in wildflowers, even if you’re travelling out of season. It’s guaranteed to make your road trip infinitely more fun.”

“We believe every place has a story just waiting to be told. All our content is expertly researched to make sure that historical and cultural accuracy is maintained. We strive to select the most unusual and quirky facts about places, so even if you think you’ve got a good understanding of WA, you might just be surprised.

“For example, did you know that both the Alkimos Wreck and Yanchep National Park are rumoured to be haunted? There’s a historical skew to our app, with tales including how the European explorers visited this area in the 1600s as part of the spice trade, to the 6,000-year-old Aboriginal artefacts discovered in the Nambung National Park and the 3,000-year-old stromatolites.”

As a 2022 SPUR Location grants recipient of a general grant, Dark Stry has worked closely with Landgate and multiple WA partners on this project including the Department of Jobs, Tourism, Science and Innovation, the Department of Finance, the Department of Local Government, Sport and Cultural Industries, the Department of Planning, Lands and Heritage and the Small Business Development Corporation.

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Landgate Data Collaboration Lead Programs Consultant Emily Adudu said: “it was great to see how the 2022 SPUR Location Grants program played a part in supporting recipients to turn their idea into reality.” “It’s fantastic to see our program assisted in the development of this innovative app, which takes a unique approach to using the State’s location data to showcase WA stories,” she said.

Dark Stry already has a number of app-based tours available in the Perth CBD, each focusing on a different topic and theme including Perth Murder and Macabre Walking Tour, Perth Enterprising Women Walking Tour, Perth Boom and Bust Walking Tour and a Perth Historic Pub Crawl.

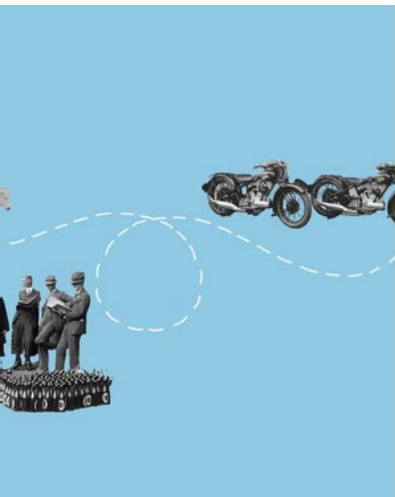
You can download the Perth to Pinnacles tour now from the Dark Stry website for just \$42.50, which includes access for up to five devices.

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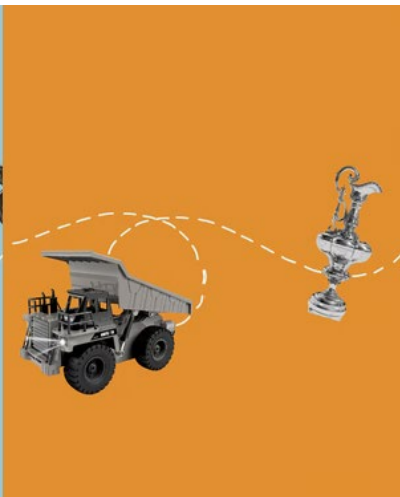
ABOUT DARK STRY

Dark Stry helps tourists explore like a local with their range of self-guided tours showcasing secret stories, places and spaces. Their immersive tours, which take place in the real world with a virtual guide, are the clever way to experience places differently.

OTHER TOURS FROM DARK STRY



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walking tour



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