



National Park Service
U.S. Department of the Interior

Death Valley National
Park

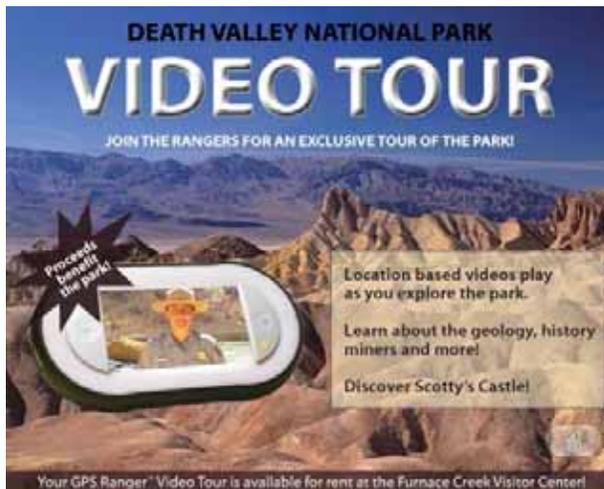
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Death Valley News Release

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New Technology Meets Old Fashion Ranger Talks *GPS Ranger™ Launched at Death Valley National Park*



Death Valley National Park, Bar Z Adventures, and the Death Valley Natural History Association (DVNHA) announced today the introduction of the GPS Ranger™ to visitors at the park. Thanks to satellites thousands of miles in the sky, visitors can tour the vast beauty of Death Valley and enjoy the expertise of park rangers even when there isn't one around.

The GPS Ranger—a hand-held multimedia device—utilizes groundbreaking technology to automatically deliver compelling audio and video to visitors as they tour the highlights of the park at their own pace!

Death Valley National Park joins several other National Park Service locations in providing the GPS Ranger to visitors including: the Martin Luther King, Jr. National Historic Site in Atlanta, Vicksburg National Military Park in Mississippi, and Cedar Breaks National Monument in Utah. The GPS Ranger is simple—it delivers the park ranger message based on satellite recognition of GPS coordinates. In effect, visitors to the site can have their own personal “ranger” guide them through a tour of the park.

“The GPS Ranger combines the innovations of today’s technology with the knowledge and talents of the veteran park staff,” explains Superintendent Reynolds. “We know we will never be able to provide face-to-face visitor services for every visitor to the park, but

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we can provide quality alternatives that allow the visitor the opportunity to customize their visit with the GPS Ranger. We are very excited about the prospect that this new technology will help inspire the next generation into a life long commitment of stewardship and appreciation for Death Valley National Park.”

“Unlike other electronic solutions available to visitors in the past, the GPS Ranger™ uses GPS to trigger rich multimedia content when the user comes within range of a point of interest. Audio, video, text and pictures are integrated to tell the stories that have woven the fabric of America,” said Lee Little, founder of BarZ Adventures and inventor of the GPS Ranger system.

Here is how the device works: Visitors touring the breathtakingly scenic desert location while holding a GPS Ranger will automatically see and hear meaningful interpretive content as they walk or drive around the park. The geologic story of the valley unfolds as visitors experience the lowest geographic point in North America. Visitors discover the powerful connection of the native Shoshone to the land they call Timbisha. The challenges faced by gold prospectors and early pioneers are revealed to GPS Ranger users as they are immersed in the spectacular rock formations of this desert landscape. A visitor may also view the entire program on demand, regardless of location, by scrolling the touch screen of the GPS Ranger for content files.

“In our attempt to keep Death Valley National Park relevant as we move into the 21st century we must embrace new technologies to help us with our educational and interpretive mission. This partnership with the National Park Service and Bar Z Adventures is our first step in doing this,” said David Blacker, Executive Director of the Death Valley Natural History Association."

GPS Ranger is now available through the DVNHA for daily rental at the Furnace Creek Visitor Center for \$19.95 for a full day and \$14.95 for a half day. The Death Valley Natural History Association is a not-for-profit partner of the National Park Service operating stores throughout the park area. The mission of DVNHA is to connect people to parks through the sale of educational products and services. For more information about the DVNHA visit their web site at www.dvnha.org.

Bar Z Adventures LP is an Austin, Texas-based company that has designed the patent pending GPS Ranger with public lands and their visitors in mind – its mission is to help enhance the visitor experience at high visitation tourist locations using modern technology. More information on the company can be found at www.gpsranger.com.

For more information about Death Valley National Park and its new GPS Ranger system check out the park’s web site at www.nps.gov/deva/planyourvisit/gps-ranger.htm, or call the park at 760-786-3200.

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