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| Visual | Text on Screen |
| Girl walking in NT park stops to get drink | Planning on visiting an NT park? |
| Girl drinking | Be prepared before you go |
| Girl looking at phone | with NT Maps on the Go. |
| Animation: of folded out park map (use Nitmiluk National Park) folding up and magically popping up onto a mobile phone screen. | Download free Territory park maps straight to your mobile phone. |
| Girl having coffee at cafe | It’s easy! |
| Walker gets out mobile phone cut to screen shots of app store | Step 1: Install the free ‘Avenza Maps’ app from the App Store or Google Play while you are still in phone range. |
| Screen recording using Avenza Maps | Step 2: Open the app and click the shopping cart icon. |
| Screen recording using Avenza Maps, types in name of the park | Step 3: Click ‘find’ and type the name of the Territory park you are looking for. |
| Screen recording using Avenza Maps | Step 4: Click on the map you are after and install it (all NT maps are free). |
| Walker puts phone back in bag, drinks coffee | And you’re ready to go! |
| Cut back to walker sitting down in park using phone | You can now use your downloaded map through the Avenza Maps app on your mobile phone during your park visit. |
| Walker checks phone | So how does it work? |
| Close up of screen using map in the app | The app uses your mobile phone’s built-in GPS to plot your real-time location within the park onto a map. |
| Walking on trail while looking at phone | This means it can be used without a network connection and without roaming charges. |
| Screen recording using map in the app | It can also measure area and distance, plot photos and drop place mark pins. |
| Shot of walker ending up at destination i.e. Lookout etc.Use shots at lookout close up to face that don’t show cliff edge. | So next time you visit a park, take an NT Map on the Go with you and always stay on track. |
|  | End shot graphic with url/logos etc. |