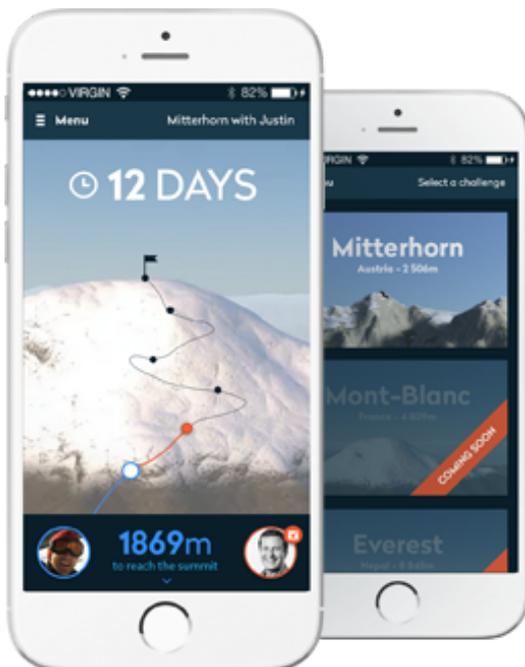# ▲ TRAILBURNING

1st July 2017

Mountain Rush - A challenging game to ascend real mountains

Hike or run with Strava to virtually climb beautifully rendered 3D mountains, against yourself, or your friends. Promoting physical activity and local exploration in a fun package, it's location but not as you know it!

The Challenge

To inspire people to get outside and discover their local environment whilst improving physical and mental wellbeing was the challenge. To build something beyond the standard activity tracking solutions typically presenting activity on flat 2D maps.

With experience in building location-based products and with a passion for the outdoors led us on a journey to create a fun product to connect the audience with the environment, through compelling content presented within 3D interactive renders of real places. Places that the audience can engage with by taking on physical challenges.
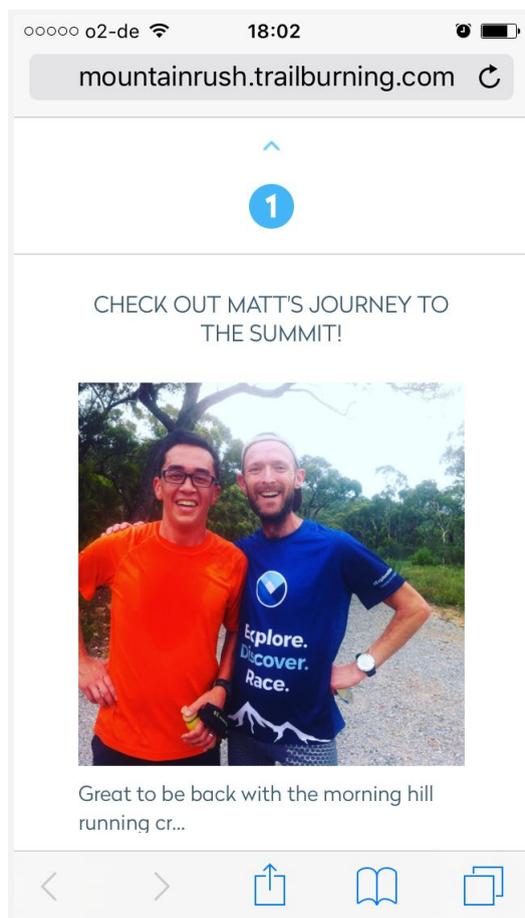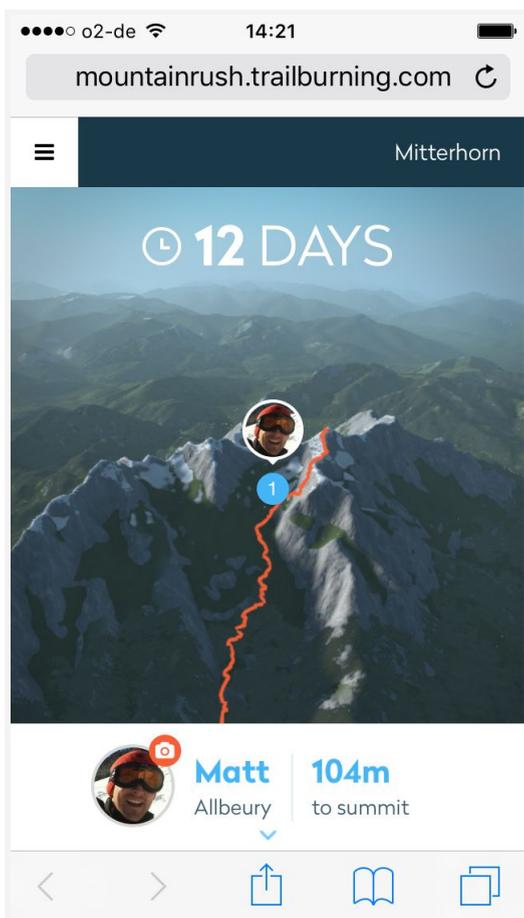
Minimum product

A minimum product was deployed for the 25zero project, highlighting the impact of human induced climate change on equatorial glaciers. To enable the product we built a platform to bring together geo-tagged image and video content and 3D rendered mountains within a 'mountain player' package.

The full monty

The mountain player showed the potential of the approach but as an essentially passive experience it fell short of the full vision, to allow an audience to actually engage with the presented environment.

We therefore continued to build on the product and added activity tracking with Strava and audience content creation with Instagram. We were then able to present the full vision of environmental engagement through audience activity - Mountain Rush.

The screens below show a player's progress on mobile and their latest Instagram post documenting their journey to the summit.

The screen below shows a player's progress on desktop.

To see a 'game in progress' please visit our Mountain Rush demo.

Powered by the Trailburning® Platform

Mountain Rush is powered by the Trailburning® Platform, a location centric platform hosting geo-tagged content. Build stories with multipoint journeys, images, audio and video, and combine with 2D and 3D maps. Content is searchable near real-time with Elasticsearch and hosted on Amazon S3. The platform is deployed on the highly scalable Heroku with PostGIS providing location based content retrieval.

Further information

Please email us at hello@trailburning.com for further information on Mountain Rush or the Trailburning® Platform.