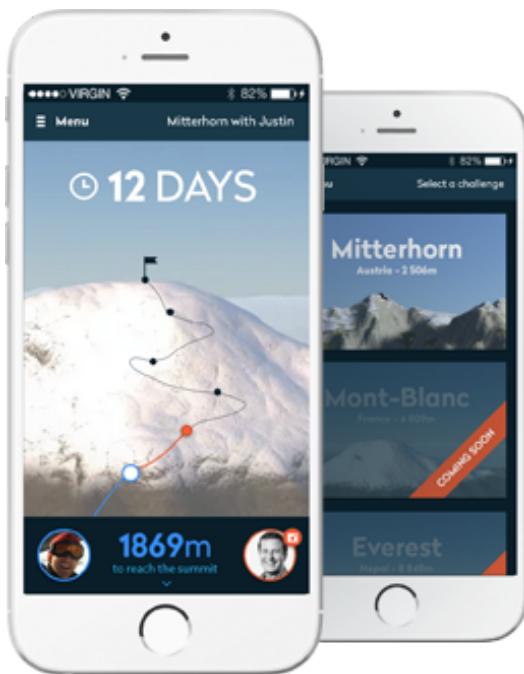


1st July 2017

Mountain Rush - A challenging game to ascend real mountains

Hike, run or cycle with Trailburning and Strava – in the physical world – to ‘virtually’ climb beautifully rendered 3D mountains. Compete against yourself, or your friends, Mountain Rush promotes physical activity and local exploration in a fun, interactive way, it's location but not as you know it!



The Challenge

To inspire people to get outside, get active and discover their local environment whilst improving physical and mental wellbeing. To build something beyond the standard activity tracking apps and offer an extra level of engagement.

With experience in building location-based products and with a passion for the outdoors, Trailburning's journey has resulted in a fun product to connect the audience with the environment. Compelling content is presented within real environments rendered in 3D. Places that the audience may never see but can now engage with by taking on physical challenges.

Minimum Viable Product

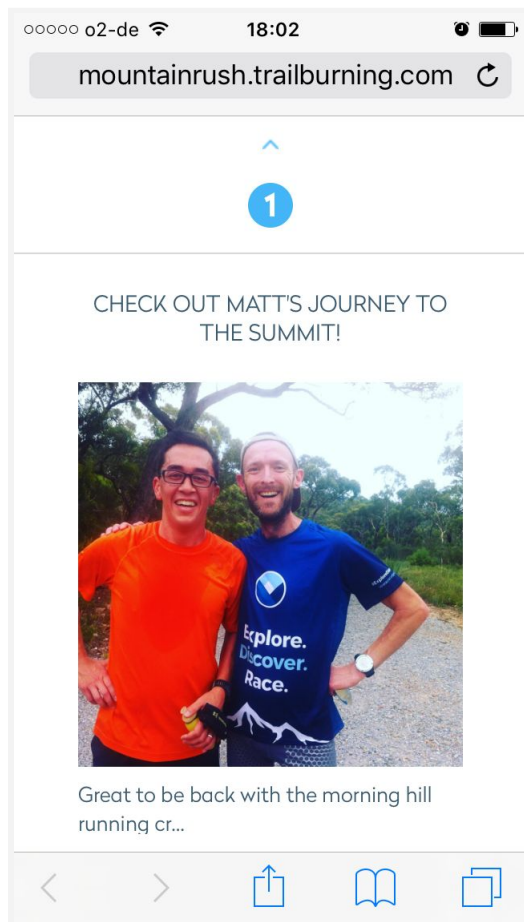
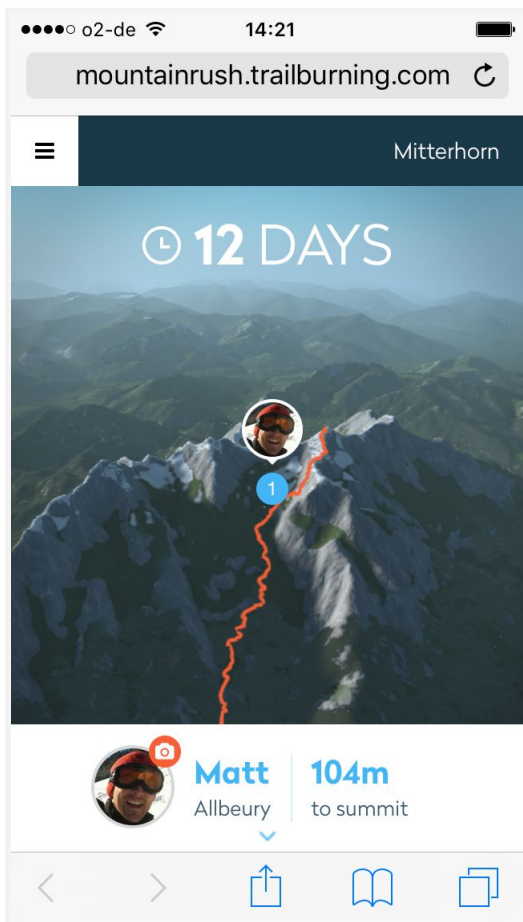
A minimum viable product was deployed for the WWF 25zero project, highlighting the impact of human-induced climate change on 25 equatorial glaciers. To enable the product we built a platform to bring together geo-tagged image and video content and 3D rendered mountains within a '[Mountain Experience Player](#)' package.

The full monty

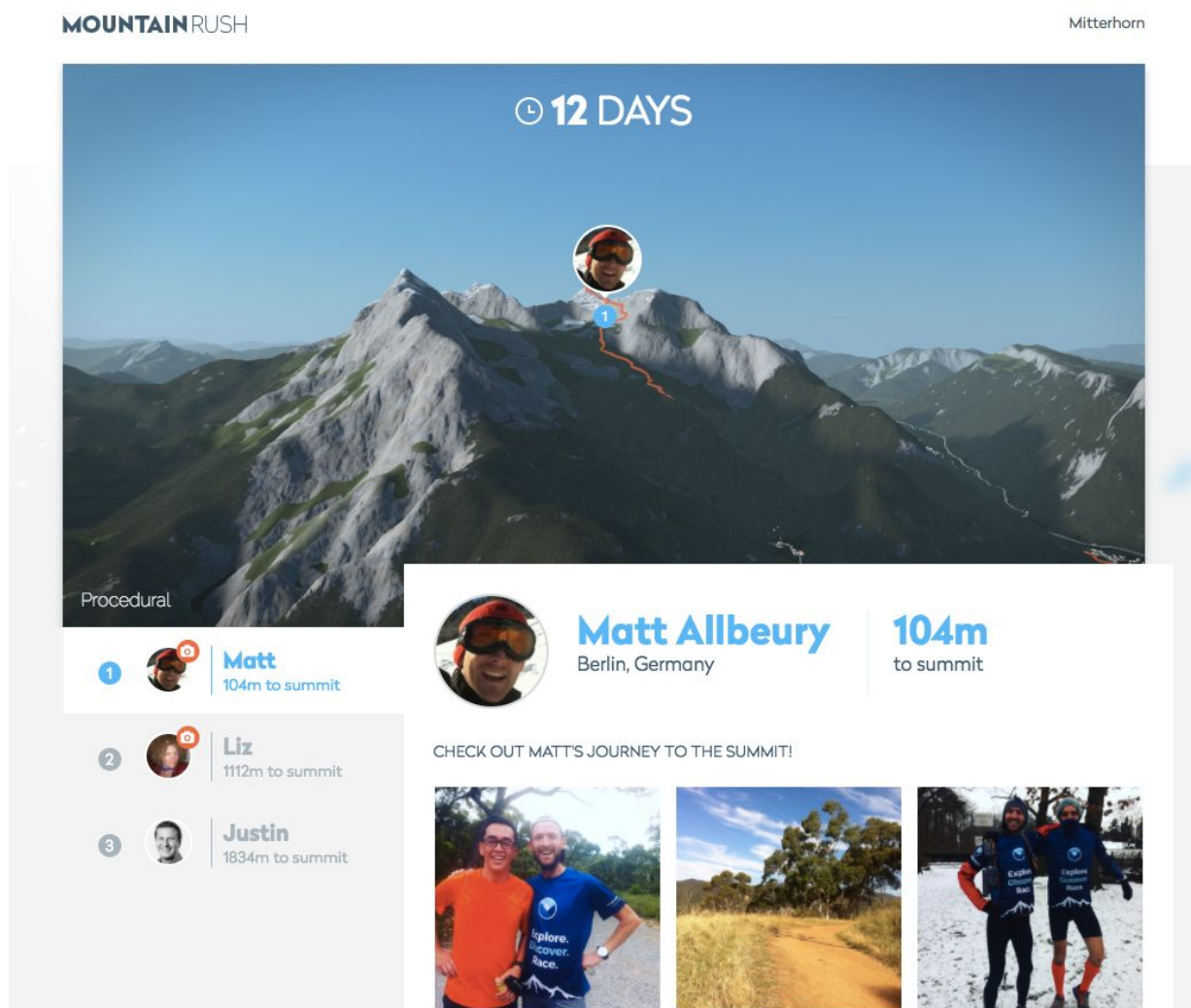
The Mountain Experience Player showed the potential of our approach but as an essentially passive experience we wanted it to do more, to allow the audience to actually engage with the presented 3D environment.

So we continued to build the product and added activity tracking with Strava and audience content creation with Instagram. We can now 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 the 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](#).

Branding the platform

Mountain Rush is a white label solution and Trailburning can create any number of mountain scenes or specific locations. Plus the platform provides full flexibility to design and develop a customised Mountain Rush Experience, which opens up brand and sponsorship opportunities.

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.