Connecting people, places and stories

OnCell

The OnCell App Builder is the fastest and most flexible way for you to build your mobile tour. Our web-based CMS allows you to create, publish, and manage your apps which are available for use on all smartphone and tablet devices.

As a powerful tool for interpretation, OnCell works with sites from around the world to ensure millions of visitors have a rich immersive experience while organizations control, share and edit their content hassle-free.

Info@oncell.com

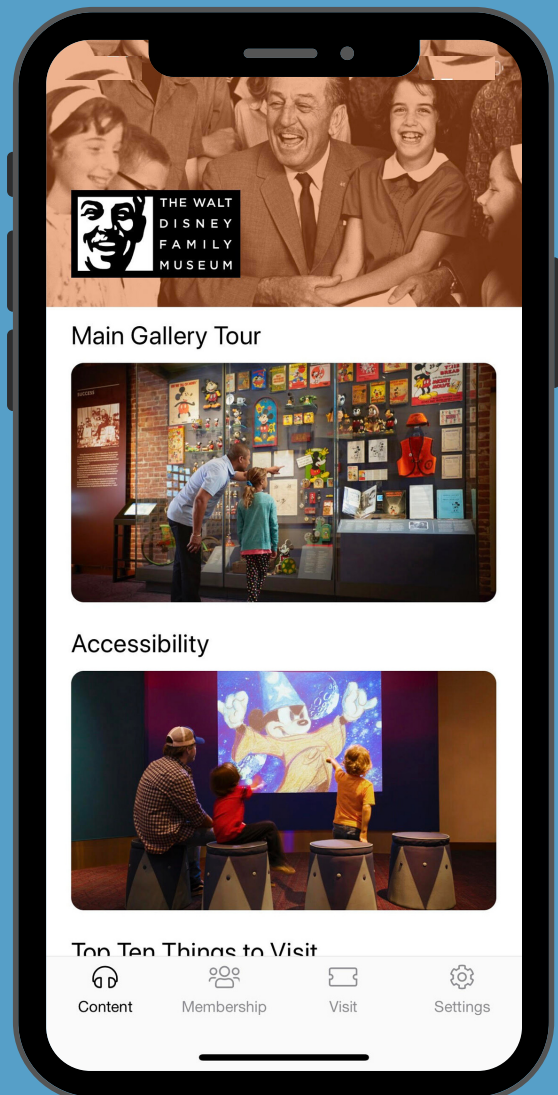At OnCell we want your story to be heard, but first, we want to hear from you.

Having worked on over 3000 projects our trained representatives will take the time to decide which platform best suits your needs based on your goals and requirements. We then guide you through the process by assigning you a dedicated client manager to help every step of the way.

Additional Services

Translation Services ● Audio Services
Theme Design ● Editing ● Signage

Supporting 18 different languages we can help you translate, record and publish your content.

OnCell has an internal designer with whom you can collaborate to design and edit your signage. Once approved, your signs can be sent directly to your location for installation.

www.oncell.com

App Features

Badges

Badges can be used to provide incentives and rewards to your users to visit specific sites or complete an array of tasks and challenges. When a user reaches a page in your app which has been configured to trigger a badge, a popup will appear providing extra details regarding the achievement.

Geo Fencing

GeoAlerts are a geo-fencing/triggering feature that lets users know when they are close to nearby tour content while on the tour.

QR Codes

The App Builder can generate QR codes for your tour, which can be scanned with a smartphone scanner app or Snapchat. Each QR scan is tracked and results are included as part of your analytics reporting.

Analytics

The OnCell builder provides you with web and native analytics which can be managed and accessed through your own account.

Push Notifications

Create custom messages within the app builder and deliver them to everyone who has your native app downloaded on their device. Great for safety alerts, event reminders or fun facts to keep your audience engaged.

In App Directions

Provide users with a simple way to get directions from their location to a point of interest within your app and offer a personalized experience. This feature is an easy way to orient visitors and helps to accommodate the multiple ways visitors travel.

Accessibility

OnCell apps work with accessibility features on devices such as voiceover, ALT-text, magnify image to zoom and pan elements, invert colors, and convert color to grayscale.

Audio and video can be transcribed onto stop pages by using the text widget.
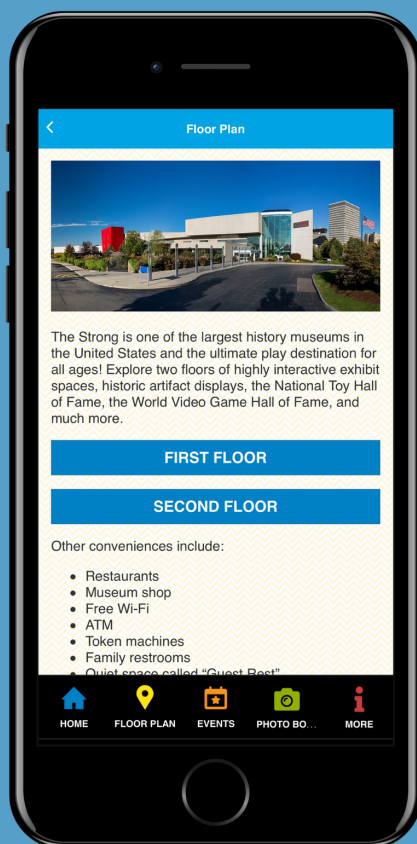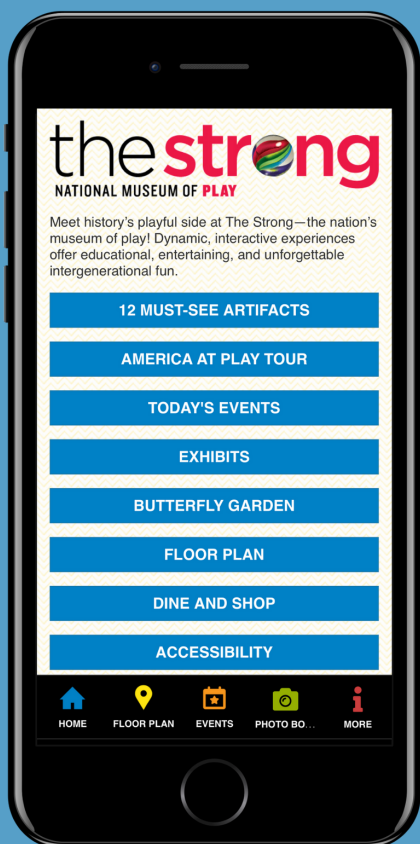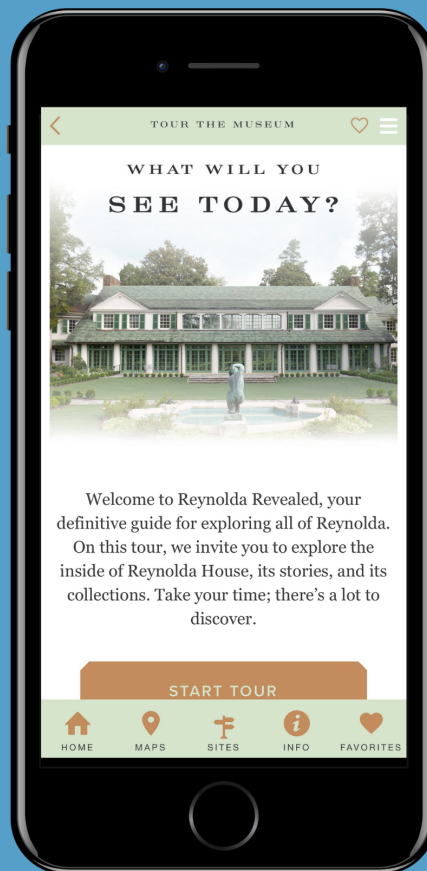
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App Examples

Reynolda House

Take a tour of Reynolda House and explore not only the history of this beautiful landmark, but the collection that lies within its walls.

Included in the app are individual tours of the house, collection, garden and village.

The app functions as both an on and offsite experience.

Phone 1: TOUR THE MUSEUM

WHAT WILL YOU
SEE TODAY?

Welcome to Reynolda Revealed, your definitive guide for exploring all of Reynolda. On this tour, we invite you to explore the inside of Reynolda House, its stories, and its collections. Take your time; there's a lot to discover.

START TOUR

HOME   MAPS   SITES   INFO   FAVORITES

Phone 2: VISITOR INFO

REYNOLDA
· HOUSE ·
MUSEUM of AMERICAN ART

MUSEUM HOURS

Tuesday--Saturday: 9:30am - 4:30pm
Sunday: 1:30pm - 4:30pm

Closed Mondays

Museum gates close at 5 p.m.

GARDENS HOURS

Open during daylight hours year-round

VILLAGE HOURS

Open hours vary

DIRECTIONS

HOME   MAPS   SITES   INFO   FAVORITES

The Strong Museum

The Strong Museum houses the world's largest and most comprehensive collection of historical materials related to play. The museum's main function is engagement so interactive features were crucial in the app creation process.

Included in the app is interactive mapping for wayfinding, information on exhibits and a photo booth with built-in custom photo filters.

Phone 3: the strong

the strong
NATIONAL MUSEUM OF PLAY

Meet history's playful side at The Strong—the nation's museum of play! Dynamic, interactive experiences offer educational, entertaining, and unforgettable intergenerational fun.

12 MUST-SEE ARTIFACTS

AMERICA AT PLAY TOUR

TODAY'S EVENTS

EXHIBITS

BUTTERFLY GARDEN

FLOOR PLAN

DINE AND SHOP

ACCESSIBILITY

HOME   FLOOR PLAN   EVENTS   PHOTO BO...   MORE

Phone 4: Floor Plan

The Strong is one of the largest history museums in the United States and the ultimate play destination for all ages! Explore two floors of highly interactive exhibit spaces, historic artifact displays, the National Toy Hall of Fame, the World Video Game Hall of Fame, and much more.

FIRST FLOOR

SECOND FLOOR

Other conveniences include:

- Restaurants
- Museum shop
- Free Wi-Fi
- ATM
- Token machines
- Family restrooms
- Quiet space called "Guest Rest"

HOME   FLOOR PLAN   EVENTS   PHOTO BO...   MORE

The Walt Disney Family Museum

Intended to enhance a visitor's experience, this guide will walk guests through the highlights of Walt Disney's life. With this easy-to-use app, guests can explore the galleries at their own pace or use the app at home for an engaging remote experience. The app includes 12 languages, including American Sign Language, as well as enhanced accessibility features such as the Audio Described Tour for guests with low-vision or blindness. This app brings the magic and legacy of Disney to life for onsite and offsite visitors.

The Old Governor's Mansion

When The Old Governor's Mansion closed its doors due to the COVID-19 crisis they wanted to continue their mission of education, while keeping their doors open virtually. The Old Governor's Mansion staff took their onsite app and turned it into a full gamified remote digital experience for which they now charge admission. The app includes badges, an in-app scavenger hunt, quizzes, and a full digital tour. Now, not only can The Old Governor's Mansion continue to educate, but they are no longer facing a full loss in admission revenue due to COVID-19. Prior to having to close in March of 2020 the app included events, member, and museum information, but was mainly used as an onsite experience.

ogm.oncell.com

Henry Morrison Flagler Museum

When it was completed in 1902, the New York Herald proclaimed that Whitehall, Henry Flagler's Gilded Age estate in Palm Beach, was "more wonderful than any palace in Europe, grander and more magnificent than any other private dwelling in the world." Today, Whitehall is a National Historic Landmark and is open to the public as the Flagler Museum.

This official app features a complete audio guide, which includes photos. Visitors can take the full sequential tour or locate points of interest through interactive floor maps or by using the keypad.
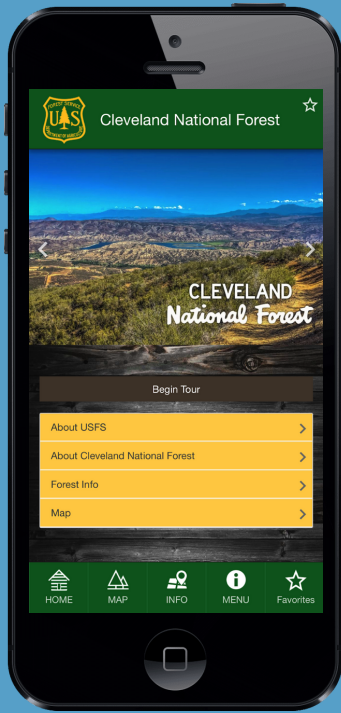
Find Your Independence

History comes to life inside the Find Your Independence mobile tour app. Featuring beacon technology and multimedia content the app will teleport you back in time. Play a game of Pioneers to Presidents and help solve historical mysteries as you learn, and earn, badges to be redeemed for a special prize! This app is perfect to be used onsite or as a gamified experience at home for kids.

Other features include interactive mapping, a photo booth and full tour with audio.

I have no doubt that...the alerts and the app have helped reach users and saved lives on the trails as well as tens of thousands of taxpayer dollars.
– Cleveland National Forest Employee

Our Clients Are What Make OnCell Great

OnCell has given us the opportunity to connect more people with Virgin Islands National Park. Our app is a 'ranger-in-your-pocket" experience that helps guide visitors, engage youth and inform locals about their park in real-time. We love OnCell for making it possible for our little organization to think big in the 21st Century!

John Yi, Senior Assistant Director, Yale University Office of Undergraduate Admissions

Tonia Lovejoy, Development Director, Friends of Virgin Islands National Park

OnCell's intuitive platform was the perfect choice in creating a mobile Campus Tour app, allowing prospective students and campus visitors the chance to experience Yale outside of our established hospitality offerings