



CASE STUDY

Post Falls Dam

Post Falls Dam
Post Falls, ID

Designers: Mallaurecott Design & Marketing -
Tami L Martinez



With an overflowing water bank and a roaring waterfall, Falls Park is surrounded by Mother Nature's greatest creations. Surrounded by mountains in the heart of North Idaho's recreational mecca is where you'll find Post Falls. Post Falls is not only rich in scenery and recreation, but also in history.

In 2013, Park and Recreation Director, Dave Fair, asked Tami Martinez, owner of Mallaurecott Design & Marketing, to redesign all the interpretive signage in Falls Park. Tami discussed the possibility of utilizing augmented reality into the design of the signs. Applying interactive features with Layar technology would allow the park user to have an interactive experience without QR codes or visible cues. On paper and with digital samples Layar was a success, but when the project was translated to signage, there were huge challenges for the Layar application because of climate challenges – rain, sun glare and shadows from the nearby trees.

Mallaurecott Design & Marketing, reached out to several local and national sign vendors requesting samples and digging into researching a solution. Every sample failed and the project was almost abandoned, until iZone Imaging. The product samples that iZone Imaging provided were put through some grueling test and 100% of the time the Exterior Matte CHPL Panel performed flawlessly.



The City of Post Falls and Mallaurecott Design & Marketing moved forward creating one of the largest outdoor augmented reality signage projects in a park setting. The interactive application was placed into the design of each sign and incorporate several interactive features on 29 total signs. Videos, hiking trails, rock climbing tours and routes, trivia and a historical photos of the hydroelectric plant development allow park visitors to experience Falls Park in a unique way. Even the city logo has been activated and once scanned with the Layar app, users land on the city's web page where visitors can find more about Post Falls. Aside from the experiencing the park, Park Manager Bryan Myers requested Martinez create a one click park maintenance notification to report any damage or vandalism in the all the city parks. These features would not have been possible without iZone Imaging's phenomenal product.