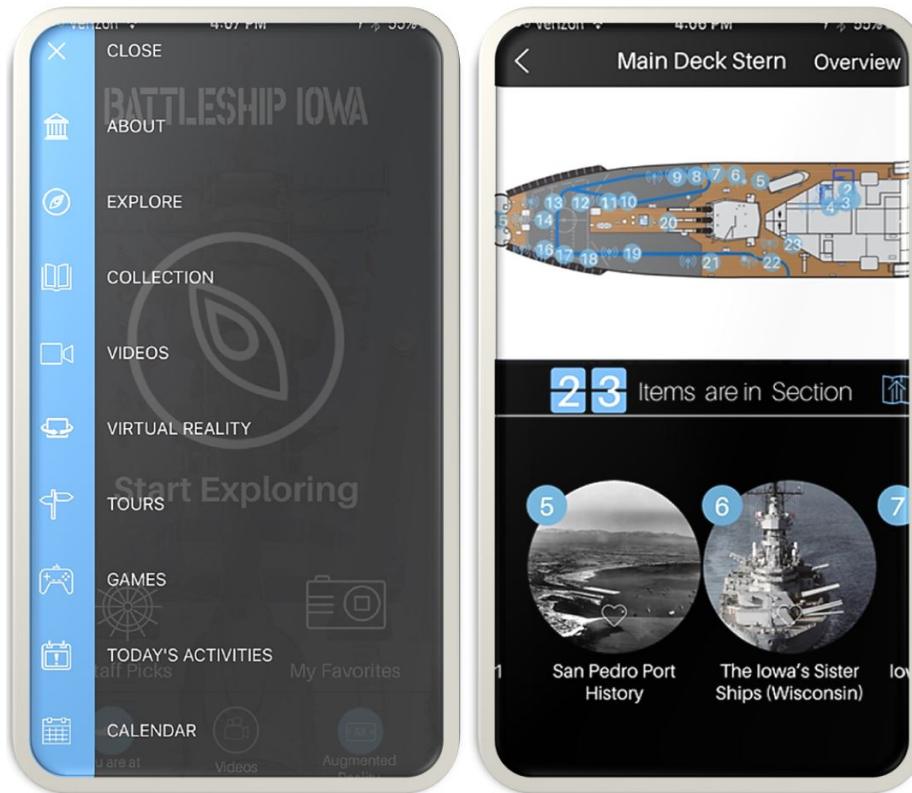


2017 GOVERNOR'S HISTORIC PRESERVATION AWARDS

Battleship Iowa Interactive Tour App



Built in 1940, the USS Iowa served our country for over 50 years. Designated the "World's Greatest Naval Ship" due to her big guns, heavy armor, fast speed, longevity and modernization, she kept pace with technology for over half a century. During her years in service, Iowa has welcomed and escorted our nation's Commander in Chief on many occasions. No other battleship in our nation's history has been host to more U.S. Presidents than the Iowa.

Battleship Iowa is the West Coast's only Battleship open to the public. Operated by the nonprofit Pacific Battleship Center (PBC), the Iowa opened on July 7, 2012 as an interactive naval museum at the Los Angeles waterfront in San Pedro.

The Battleship Iowa app project was a collaborative effort between the Battleship Iowa Museum, and the app and content creation company, The Guru, LLC. This made it possible for the battleship to have access to app developers, programmers, video team, content creation team and more without needing to hire anyone in-house. The Guru team initially spent a week at the battleship touring with the ship's head curator, Dave Way, as well as with volunteer docents and Iowa veteran, David Canfield.

The Battleship Iowa has a wealth of items stored and preserved in its archives including old photos, documents, personal items, books and more. The app project made it possible to share much of this collection online with the public for the first time, and to use the collection to create audio tours and videos. Using 360-degree photo techniques, the app was able to recreate areas of the ship under

restoration and closed to the public. This not only lets veterans of the ship share their former work stations with loved ones, but also provides a way for those visitors unable to use stairs or travel between decks, the opportunity to learn about all areas of the ship while remaining on the main deck or even at home. Additionally, the augmented reality portion of the app—“Meet FDR”—allows visitors to interact with a virtual representation of the former president, learning about his time on the ship when he traveled to meet Churchill and Stalin at the Tehran meeting of 1943.

The Battleship Iowa app features oral histories of ship veterans as well as “how it works” videos featuring local ship volunteers. Visitors learn not only about the battleship, but about the men and women that served on it throughout all three of the ship’s commissions—WWII, the Korean War, and the 1980s. The Battleship Iowa tour app has helped to preserve the history of an iconic ship and those who served aboard her.

Learn more about the USS Battleship Iowa and the tour app:
<https://www.pacificbattleship.com/page/battleship-iowa-app>