



Broads Authority
The Broads - a member of the
National Park family



"Investing in your future"

Crossborder cooperation programme
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Touch screens bring Broads wildlife into sharp focus

Visitors to the Broads will be able to get a snapshot of the amazing range of wildlife that exists in this magical waterland --- at the touch of a screen.

They can enjoy the high tech experience at the Broads Authority's information centre at Hoveton and a second screen will be installed at Whitlingham Visitor Centre during the summer.

The giant 42" screens take visitors on a journey into the wonderful world of rare and exotic wildlife as well as the more common species through 200 vivid close-up film clips, stunning photographs and files full of fascinating facts.

The innovative venture has been financed by European Regional Development funding through the STEP (Sustainable Tourism in Estuary Parks) programme.

Bruce Hanson, Broads Authority Head of Tourism, said: "This is a fantastic way to learn about the wildlife in the Broads. There are creatures here that are every bit as exotic as you will see anywhere in the world. The technology is an amazing resource and I hope people will use it to discover what is out there living in the Broads and that they will then go and see it for themselves."

The Wildlife Explorer opens with a tree of life which will lead viewers to their chosen subject from the natural world, be it bird, bug, reptile, fish, flower, mammal or insect. The visit into the natural world also includes an evocative ten minute film about the wildlife and history of the Broads.

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