



New environmental center in Castelo Branco brimming with YDreams technology and design

YDreams' creative technologies are the driving element behind the district capital's new Environmental Interpretive Center inaugurated this past July 27th, where visitors can interactively experience the wonders of the nearby International Tagus Natural Park

Every aspect of the interpretive center from the scenography, narrative, digital signage and content management to the industrial design, interaction methods and technological components were entirely conceived and developed by YDreams. The Environmental Interpretive Center features 14 interactive applications for exploring the Tagus Natural Park's existing fauna, flora and ecosystems.

One of the interactive applications debuted at the Environmental Interpretive Center puts visitors inside a real kayak surrounded by a video projection of the Tagus River. The result is very much like being right on the water; visitors get to use a real paddle to virtually steer the kayak along the river while exploring information tags superimposed onto the video throughout the amazing journey.

"Castelo Branco's Environmental Interpretive Center along with the Braganza Science **Center** and the Belmonte Interpretive Center are excellent examples of the high quality projects YDreams has produced over the last few years in Portugal's north-central region" says Edmundo Nobre, YDreams Administrator and Co-Founder. "Our winning combination of creativity, design and technology has enabled YDreams to create singular spaces that have become a source of pride for the local population and a valuable calling card for attracting tourists to the region and subsequently vitalizing local economies."

The Environmental Interpretive Center, located in Castelo Branco's town hall square, is a part of the Polis Program, a government initiative that aims to improve the quality of life in urban centers and in this case also foster environmental public awareness and attract tourists to the region.

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