



**Ottawa County Parks &  
Recreation Commission**  
12220 Fillmore St. West Olive, MI 49460  
(616)738-4810 [www.miottawa.org/parks](http://www.miottawa.org/parks)



**County of Ottawa**  
*Press Release*

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### **Ottawa County Parks Nature Center Gets Techy**

OTTAWA COUNTY, MI--Ottawa County Parks has turned to technology at the Nature Education Center, offering a new type of interactive experience. Now with an app from GeLo, visitors can enjoy a guided bird tour—complete with audio of songs and calls—even if the feeders are devoid of feather friends.

“Eight beautifully carved birds were donated by local artist Michael Vanhouzen, and strategically placed around the exhibit area,” said Parks Naturalist, Kristen Hintz. “We worked with GeLo to develop a bird tour that enables visitors to learn more about the life history, songs and calls of these birds.”

The technology developed by GeLo, utilizes proprietary *Bluetooth* Smart Beacons combined with the company’s content management system and mobile device app. With beacons placed by each bird, the GeLo system creates a signal zone. When a visitor enters the signal zone, the *Bluetooth* signal triggers the GeLo app on their mobile device bringing up the interpretive text, photo and audio clip of the bird in the zone. Currently, the application is available for download through the App Store for the iPhone and iPad only. Those without such a device can use the technology as well: A loaner iPad will be available for visitors to use.

The Parks Nature Education Center is located within Hemlock Crossing Park in West Olive, Michigan at 8115 West Olive Road. From US-31, travel west on Crosswell Street to West Olive Road. Go south on West Olive Road along the train tracks to the entrance. The facility has exhibits, a wildlife den full of engaging activities, windows overlooking a wildlife viewing area plus friendly naturalists available to answer questions. The Nature Education Center is open Tuesday through Saturday, 9AM to 5PM and Sunday 12 to 5 PM. The center hosts a variety of educational programs for the public, schools and other groups.

GeLo is a leader in the location-based services industry—one of the hottest growing technology sectors. In addition to the the Ottawa County Parks, GeLo installations can be found in a variety of locations across

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Michigan including; The Henry Ford Museum in Detroit, MI, Grand Rapids Public Museum in Grand Rapids, MI and Grand Valley's MAREC Center in Muskegon, MI. For more information visit [www.gelosite.com](http://www.gelosite.com).

For additional announcements, "like" the parks at [facebook.com/OttawaCountyParks](https://facebook.com/OttawaCountyParks). Visit [miOttawa.org/parks](http://miOttawa.org/parks) to learn more about the 6400 acres of parks and open spaces available for your enjoyment. Operations, improvements and programs are funded by grants and a parks millage. If you own a \$150,000 home, you pay \$24 annually investing in opportunities for outdoor recreation and nature education today and for future generations. Thank you.

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