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Battle For Texas Exhibition Launches New High-Tech, Mobile App to Enhance Visitors' Experience

SAN ANTONIO – Visitors to Battle For Texas: The Experience, a multi-media exhibition of the infamous 1836 Battle of the Alamo that symbolized the early struggle for Texas independence, can now enjoy an even more enhanced “experience” by downloading a mobile guide app from their iPhone or Android device either from iTunes or Google Play.

“We’re among some of the first museums in the country to introduce this type of app to our guest experience,” Ryan Latham, BFT general manager, said, adding that the app was created by Seattle-based Artifact Technologies in partnership with Battle For Texas. “It’s the location-based technology and expansive features that differentiate us.”

Key highlights of the mobile guide include 47 audio clips in both English and Spanish that provide a wealth of additional information about the story of Texas and the artifacts on display in the exhibition. There is also exclusive video content from re-enactors portraying scenes from the 1836 battle while other re-enactors discuss their perspective of the story throughout Battle For Texas. The audio and video content is available for \$4.99.

“The app is your personal tour guide throughout Battle For Texas,” Latham said. “As you walk through the experience, the app changes based on the gallery you’re in.”

Additionally, visitors can select from seven different characters, including Davy Crockett, Susanna Dickinson and General Santa Anna whom they would like to learn more about and then embark on a scavenger hunt throughout the exhibition on the mobile app that entails collecting character cards containing additional information about that particular person.

The app also contains a Visitor’s Map that directs people to key historical landmarks and other missions throughout San Antonio, Latham added. For those who do not have a mobile phone, the device is available to rent for \$6 at the box office. Also, guests who do not have headphones for their phones to enable the audio portion can request a loaner headphone from the cashier at no additional cost.

Battle For Texas is open daily at the Shops at Rivercenter. For more information, visit www.battlefortexas.com. For group orders of 10 or more, call (210) 592-6824 or toll free (866) 633-0195 or email Lindsey@BASEentertainment.com. Ask us about booking your next special event at Battle For Texas: The Experience.

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