



Experience 66

Route 66 Companion





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The Need

Route 66 Centennial – 2026

A global celebration of America's "Mother Road."

Millions on the Move

Travelers from around the world will explore the highway's rich history.

Value Proposition

Route 66 Companion delivers curated archives, images, and stories- bringing history to life exactly where and when it matters.

The Solution

- Create a Mobile App that works with Geofencing
- Allows users traveling Route 66 to experience it in a virtual easily accessible manner
- Will work both stationary and while in transition.
- Will highlight the landmarks across the route allowing users the option to hear the history or simply read it



ArcGIS

Conclusion



Celebrating Route 66 Centennial

**Reserving history through digital
archives**

Honoring the past, inspiring the future

Thank You!



Any Questions?

