



*Exploring Hawaii
Since 1993*

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HAWAII FOREST & TRAIL PARTNERS WITH GOOGLE MAPS

Partnership with Hawaii Visitors and Convention Bureau and Google is First in Hawaii

BIG ISLAND OF HAWAII – (July 2013) ~ Hawaii Forest & Trail is taking exploration of Hawaii to the next level. In partnership with Google Maps and the Hawaii Visitors and Convention Bureau, Hawaii Forest & Trail (HFT) will spend the next several months traversing some of Hawaii Island's most scenic and captivating public trails. But they won't be alone. In tow, they'll be wearing some of the most sophisticated equipment available in the form of the Google Street View Trekker.

Hawaii Forest & Trail will utilize the Street View Trekker to collect images along more than 50 miles of Hawaii Island's most scenic and captivating landscapes.

The newest addition to the Street View platform, the Trekker boasts all of the capabilities of its larger siblings in a wearable, 40-pound backpack. Able to capture several miles of trail on a single six to eight hour battery charge and hard drive, the Trekker was piloted in the Grand Canyon and Google Maps staff recently returned from the Galapagos where they collected images of key locations of the remote island chain. Utilizing 15 separate five megapixel cameras, the Trekker collects images every 2.5 seconds. These images are later sorted and stitched together to create 360-degree panoramic images or "panos."

"It was important for us to find the right partner who understood the balance between tourism and sustainability to join us on this project," said Jay Talwar, HVCB's Chief Marketing Officer. "Rob Pacheco and his team at Hawaii Forest & Trail have an impeccable reputation, decades of experience in the eco-tourism business, and a capable staff. We are confident they will be able to deliver with integrity."

The Hawaii Forest & Trail partnership marks the first where Google will loan the Street View Trekker to a third party to collect images that will later be published on Google Maps. In this case, Google chose the Hawaii

Visitors and Convention Bureau who in turn tapped Hawaii Forest & Trail to perform the work on Hawaii, the Big Island.

At the Honolulu press conference last week, Pacheco, founder and president of Hawaii Forest & Trail and lifetime naturalist, shared, “I’ve been using Google Maps since its inception. It’s a powerful and pragmatic tool to explore nature. Hawaii Forest & Trail is excited to be at the forefront of this global initiative to capture the beauty of Hawaii’s natural landscapes.”

Eventually images captured with the Street View Trekker will become available for anyone around the world to virtually experience through the Street View feature on Google Maps. Google says the goal of this particular effort is to provide people from all over the world with a comprehensive and accurate imagery of important historic, cultural, and tourist locations on the Hawaiian Islands. Countless people have come or dreamed of coming to Hawaii to see its beauty. Once the imagery is processed and available on Google Maps, people will be able to experience Hawaii’s public trails from wherever they may be.

Because of the amount of imagery they anticipate will be collected by HFT, it will likely take several months to process and prepare the imagery for release on Google Maps. Hawaii Forest & Trail will be sharing regular project updates on their blog; blog.hawaii-forest.com.

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About Hawaii Forest & Trail

Hawaii Forest & Trail has been exploring Hawaii since 1993. The company’s mission is to deliver guests an excellent, safe and fun learning experience, to support island communities and resources through philanthropy, sustainable business practices and a conservation ethic, and to provide a healthy, profitable, and rewarding environment for their company ohana. On each and every one of their adventures, Hawaii Forest & Trail shares the splendor of Hawai’i as part of their vision to inspire a deep connection with our natural world. Visit Hawaii-Forest.com.

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This document does not include diacritical markings for Hawaiian words because not all computers are able to reproduce these markings or true fonts in normal text.