

The Wild Nature Foundations app is a way to learn more about wildlife and the biodiversity projects that the Wild Nature Foundation carries out, in this case, it focuses on the Wild Campo Alegre Reserve. It introduces the user to the diverse animal species and wildlife using imagery, AR, and storytelling and provides users with detailed information and facts about the animals, their behaviour, and their role in the ecosystem.

But it doesn't stop there. Today, one of the biggest predators of wildlife is humans and the bulldozers they use to destroy the fauna and force away the wild inhabitants from these unique territories. The machinery used in these projects is therefore, to the user's surprise also featured in the app - because today, unfortunately, they play a part in our wildlife.

The user is prompted to learn more about the projects the foundation carries out to protect a bigger part of the Wild Campo Alegre Reserve.

An in-app purchase allows for a swift acquisition of a WildShare to be carried out.



