



The first themed hiking trail with augmented reality in the Alps: the Wildtierweg Fiss

The Tyrolean mountains of Serfaus-Fiss-Ladis are now teeming with animals: on the new Wildtierweg (wildlife trail), hikers can encounter ibex, deer, eagles & co. in their natural environment – made visible by augmented reality. The technology provides an astonishingly realistic experience that will leave you looking around in amazement instead of staring down at your phone.

A deer by the side of the road. An eagle above the treetops. A fox in the undergrowth – and all at the same time. As you explore the new interactive *Wildtierweg* on the high plateau of Serfaus-Fiss-Ladis in the Upper Inntal valley in Tyrol, you'll experience alpine wildlife in a new, surprisingly realistic way. This is made possible by augmented reality, integrated into the Serfaus-Fiss-Ladis app. The animals appear along the trail, not on screens but right in the landscape – lifelike and without disturbing them. The innovative project blends exercise and hiking, knowledge and play. It shows how technology and nature can merge into a mindful experience that inspires young and old alike.

Realistic animation and impressive technology

Letting you see and experience animals without disturbing them, while delivering the highest quality graphics – that was the idea of Serfaus-Fiss-Ladis. "We wanted to create something that didn't exist yet, while at the same time being considerate of our sensitive wildlife. With the *Wildtierweg*, we are setting new standards in combining nature and technology," says Josef Schirgi from the Serfaus-Fiss-Ladis Tourist Board. "It's an accessible, innovative experience that opens up new perspectives for families and nature lovers." Nothing was left to chance when it came to the animations. The Tyrolean studio ARTFABRIK used laser scanning, 3D models, and high-resolution templates to create lifelike representations – from the eagle's flight behaviour to the fox's fur structure. The Collection and Research Centre of the Tyrolean State Museums provided exact animal photographs for this purpose. The concept was developed by Erlebnisplan AG, while General Solutions handled the digital implementation. Together, they created a nature experience that combines science, storytelling, and technology in an unusually harmonious way.

An experience for the whole family

Quiet, playful, and full of surprises. The *Wildtierweg* in Fiss adds a new way of experiencing nature to the wide range of activities on offer in Serfaus-Fiss-Ladis. The approximately three-kilometre-long route starts at the Schönjochbahn mid station and leads from the *Fisser Kraft- und Sinnesweg* to the Frommes Alp. The wide path is also suitable for pushchairs and offers plenty of places to stop for a break along the way. No technical expertise is required. All you need is the free Serfaus-Fiss-Ladis app on your smartphone. Specially designed mounts along the route ensure that the landscape, not the device, takes centre stage. The digital animal world blends in harmoniously, opening up new perspectives without displacing the real thing. This leaves you free to focus on what really matters: the shared moments, the wonder you experience along the way, and the feeling of encountering something special in the great outdoors.



For further information about the holiday region Serfaus-Fiss-Ladis head to www.serfaus-fiss-ladis.at/en.

Further press information and free photographic material is available on our press portal under www.serfaus-fiss-ladis.at/en/Service/Press.

About Serfaus-Fiss-Ladis

"Moments that last!" – under this motto, the Tyrolean holiday region of Serfaus-Fiss-Ladis invites you to enjoy a summer holiday at the highest level. Here, guests of all ages, whether alone, as a couple or with the whole family, can experience unforgettable moments and relax far away from everyday life. In Serfaus-Fiss-Ladis, it's not just adults who get their money's worth – even the little ones will find their own personal holiday happiness. The three charming mountain villages are located on a sunny high plateau above the Upper Inntal valley in Tyrol and are surrounded by the distinctive peaks of the Samnaun mountain range and the Ötztal Alps. Between 1,200 and 3,000 metres above sea level, the region offers everything that makes a mountain lover's heart beat faster: exciting experiences for the whole family, varied outdoor activities for sports enthusiasts, thrilling adventures for action fans, breath-taking panoramas for connoisseurs and culinary highlights for gourmets. You can find more information at www.serfaus-fiss-ladis.at/en.

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