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New Mexico Film Office Announces Interactive Digital Media Production of Wayfinding Experience

Santa Fe, NM—New Mexico State Film Office Director Amber Dodson announced today that the production of *Wayfinding Digital Experience*, an interactive media experience showcasing wayfinding for hospital visitors, will be created in Corrales.

Alex Scarpitto will produce a unique Wayfinding Prototype, leveraging custom software to offer hospital visitors an immersive exploration of new and existing buildings in high-traffic areas, thereby enhancing their experiences.

“We are delighted to design, develop, and install state-of-the-art interactive digital media for visitor wayfinding on campus,” Scarpitto stated. “This software and hardware will not only direct visitors but will serve as a data source for refining the software, which will eventually be implemented into numerous experiences around the campus.” The creation of the exhibit will employ approximately six New Mexico crew members.

For more information, contact alex.scarpitto@ideum.com.

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The New Mexico Film Office (NMFO), a division of the Economic Development Department, works to ensure the longevity and progress of New Mexico’s film incentive, grow the film, television, and digital media industry, and expand entertainment economic opportunities for New Mexico businesses and residents.

- Named one of [Deadline’s Hot Spots](#).
- Three New Mexico cities were selected as [“2024 Best Place to Live and Work as a Moviemaker”](#) by *MovieMaker Magazine* for the second consecutive year.

To learn more, visit nmfilm.com.

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A division of the [New Mexico Economic Development Department](#)



The Economic Development Department's Mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.



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