CONVERGENCE

The crowdsourcers at Wikipedia tell us that “convergence” is the “tendency for different technological systems to evolve toward performing similar tasks (whereby) previously separate technologies such as voice, data, productivity applications and video that now share resources and interact with each other synergistically.”

In simpler terms, convergence is that stupid thing you carry around that lets you talk, text, email, search, watch, navigate, locate and otherwise interact with about 3 billion other wired humans around the planet.

We here at GCI’s global science lab are always trying to stay one step ahead of the technology convergence wave. We’ve been online forever. We’ve been digital and mobile for years without (hopefully) losing track of the fact that nearly all of you still demand the paper edition. And we continue to be the only publication in the industry (and one of the few business magazines nationwide) to offer a native app version of our publication that truly is where convergence happens.

The app has been a remarkable tool for many readers not just because it’s cool. It is most definitely cool but it’s also very useful. For one thing, it’s completely portable. Once you’ve downloaded the issue, you can read it anywhere at any time on your iPhone or iPad. Many folks tell me they appreciate being able to read the issue on a plane or anywhere else without a connection.

The app also allows us to embed enhancements into the stories you get in the print edition. Videos, Superintendent Republic audio Network podcasts, downloads, bonus pictures, animations and, of course, links back to our site and others allow you to explore a topic completely without ever leaving the edition.

Now, we’re taking that to a new level by offering special content you can ONLY find in the GCI app. We’re starting with this month’s edition (which should be available about mid-month) and I’m pleased to announce that our very first app exclusive will be ground-breaking instructional video created by our friends at Turf Republic that shows you how to create your own videos using the tools you already have or even a GoPro camera.

If you haven’t seen what some of your colleagues are doing with GoPros, make sure to check out the GCI video library on our site or visit Turf Republic. The bottom line is that they are remarkable tools that allow you to tell your story from any point of view. You can mount them on a mower or aerifier, attach them to a tripod for time-lapse shots or even fly one around in a robotic drone if you’re really looking to have some fun.

Wait! You don’t have a GoPro yet? That’s so sad. Here’s a crazy idea… maybe you could get one for free! How? Just download the April app edition of GCI, find the exclusive Turf Republic video we’ve embedded in it and register to win your very own GoPro. That’s the grand prize. We also have some slick GCI-logo gear for five more lucky entrants.

Yup… not only is the GCI app the best way to get the most out of the magazine… it also has a prize inside! It’s like a digital box of Cracker Jacks. Enjoy the treat! GCI