



NORTHBRIDGE AURORA EggTrail

EggTrail 2025: Spring Campaign Kit
Engagement. Precision. Connectivity.

Executive Summary

Innovation in Seasonal Play

Northbridge Aurora is excited to pilot the **EggTrail** platform for its inaugural 2025 season. Our goal is to bridge physical retail and digital engagement.

Unlike traditional scavenger hunts, EggTrail 2025 uses a centralized cloud architecture to track participant progress across the city in real-time.

Legacy Technology Stack

How EggTrail (v1.x) Works

Our 2025 pilot relies on a robust, centralised API structure:

1. **The Kiosk Interface (v1.0):** Basic HTML5/JS interface for scanning physical QR codes.
2. **Central Cloud API:** All telemetry is sent directly to our London-based data center.
3. **Unified Dashboard:** Partners can see live heatmaps of participant movement.

Technical Note (2025): > Documentation and legacy assets are managed via the `eggtrail-kiosk-docs` repository. *Note: As of late 2025, this repository is scheduled for archival.*



2025 Spring Venues

Pilot Locations

For the 2025 pilot, we focused on three primary areas:

- **The Southbank Promenade:** High-visibility outdoor placards.
- **The Barbican Centre (Main Entrance):** Our primary cultural partner for 2025.
- **The Greenwich Pier:** A scenic endpoint for the south-east trail.

Note: Access to the 2025 venue pins requires an authorized partner login. (Code example: GWC4+3Q London).

Contact & Support

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