

Multi-Floor Digital Wayfinding Kiosks in Austria Europe

An Award winning digital signage wayfinding solution by 22Miles

Silicon Valley, California - 22Miles successfully deploys 18 touchscreen wayfinding kiosk units. These all-in-one interactive kiosks were installed into Shopping City Mall located in Austria Seiersberg to guide over 35,000 daily visitors with mall destination wayfinding maps, shopping center information, specific promotions, and advertisements.

Project Background:

Shopping City is one of the largest shopping centers in Austria with more than 200 shops, covering more than 915,000 sqft and serving 35000+ visitors. The management team wanted a modern, state-of-the-art and efficient solution around the whole shopping center area to replace their expensive-to-maintain and almost useless analog signage system. The solution required having a centralized content management system and an ADs platform generating ROI from external advertising agencies

Also, the team found out an increasing number of non-German speaking visitors spent entire days inside the center; they needed a tool to facilitate better those international shoppers. NFC integration on kiosks was expected to maximize their previously invested customer relation system: Shoppers are encouraged to swipe the NFC tag, check their earned reward points, receive specific promotion recommendations and start a new round of shopping. Increasing the engagement and maximizing the application with a high statistically analyzed return.



The built-in smart pathway algorithm automates wayfinding from each kiosk location to 200+ destinations

Project Challenges:

- The Shopping City mall has four connected building wings with a total of 14 floors. Providing the simplest directions for every visitor is not an easy task
- All routes/directions have to be simplified for users to grasp them quickly
- Multi-lingual support was needed in all interfaces: floor maps, store information, facilities, etc.
- Handicap preferred routes throughout the center required the touchscreen interface to be wheelchair friendly and accessible
- Content development and maintenance in both horizontal and vertical directions
- The client can edit floor maps for future structure modifications as well as efficiently manage all information in-house without going to the system provider
- Management team specified schedules to be dynamically distributed with ads, promotions, and other real-time messages
- Custom NFC integration and security enhancements
- Integration with facility management system and customer relations system

Solution:

[Waytouch Premier™](#). Interactive Wayfinding and Information Kiosks from by 22Miles. Shopping City started with three pilot kiosks, then added 15 more final kiosks to the project.

Results:

We monitored and reported more than 510,000 user interactions in three weeks from when the project went live. With the statistics module of the system, our client proved and highlighted their kiosk usage to agencies. Moreover, the advanced ad scheduling allows them to handle all kinds of promo opportunities. Ad agencies found benefit with the touchscreens' interface, which gained high focus while navigating the guests standing in front. According to our estimates, the ads have been increasing by about 30 percent just within the first two months of installation. The advanced scheduling significantly expands the ad space for each kiosk compared to the previous analog system. Guests also have a simple way to search and locate each store or facility in the center, and the management team was happy to see fewer support inquiries to the information desk. The shoppers love to swipe NFC tags more often through the kiosks, so they can immediately and visually learn how to redeem their points for the next purchase.

- ✓ Shopping City was triumphal about the content and power of the off-the-shelf design solution:
- ✓ Visitors can switch between perspective and north views of the 3D floor maps for intuitive navigation
- ✓ Directions and route animations are dynamically optimized in vibrant detail for visitors to see clearly
- ✓ All aspects are multi-lingual and handicap-welcome including the interface, maps, and directions
- ✓ Easy and efficient to scale the deployment from three pilot kiosks to 12 units
- ✓ Provides full in-house editing and advanced scheduling capabilities for Shopping City to manage

About 22Miles

- ❖ **2007:** 22Miles was founded in Silicon Valley, CA
- ❖ **2009:** 22Miles Grand Prize Winner out of over 4000 participants at 2009 Microsoft Code 7 Contest
- ❖ **2009:** 22Miles was first to introduce 2D map wayfinding directory at the CES Trade Show
- ❖ **2012:** 22Miles was first to introduce 3D map wayfinding at the DSE Trade Show
- ❖ **2014:** 22Miles wins Best Healthcare Self-Service Kiosk for Digital Wayfinding for Gold Coast University in Queensland, Australia
- ❖ **2015:** 22Miles wins DIGI Award for Shopping City Mall touch screen wayfinding directory system
- ❖ **2016:** 22Miles wins Publisher Pro Digital Signage Software Interface Award from RAVE at 2016 ISE
- ❖ **2016:** 22Miles wins Best Cross-Platform for Digital Signage - USA Technology Innovator Awards from Corporate Vision Magazine
- ❖ **2016:** 22Miles introduce and deploy first U.S airport, digital signage, wayfinding robots at Mineta San Jose International Airport