

SUCCESS STORY



Polytouch 32" CLASSIC: Next generation way finding systems

In Luxembourg's largest shopping mall, customers are guided intelligently by multitouch technology from Pyramid Computer and software from 3d-berlin.

Visitors to public buildings such as shopping centres, airports, hotels and hospitals are more often than not looking for the shortest route to reach their destination. Way finding systems are frequently used in such places where traditional directional signage

of 39,000 square metres. To direct visitors interactively through the 105 shops, the Polytouch® self-service multi-touch kiosk system from Pyramid has been introduced in conjunction with interactive software from 3d-berlin.

"It needed to be state-of-the-art and custom-designed with an intuitive user interface."

"Prior to this project we had already worked very successfully with both companies and were won over by the Polytouch® Quick Mounting Sys-

"The versatile system also allows us to extend the solution in line with visitor requirements, which in turn enables us to respond quickly and cost-effectively to future trends and developments." Pit Maas, Team Leader, Web Audio TV at CACTUS CREATEAM S.A.

is unavailable or inadequate and act as a navigational aid to allow visitors to quickly find their way around. In recent years, use of these intelligent, digital signage systems has become increasingly widespread.

La Belle Etoile is Luxembourg's largest shopping centre covering an area

Tailored, intuitive solution

"Under time pressure and without knowledge of the technologies available, we needed to develop a way finding system that would satisfy both the requirements of the shopping centre management as well as visitors," explained Pit Maas, Team Leader, Web Audio TV at CACTUS CREATEAM S.A.

tem (QMS) which allows peripherals, such as scanners and printers, to be hooked up simply to the system's display," continued Maas.

"Under time pressure and without knowledge of the technologies available, we needed to develop a way finding system that would satisfy both the requirements of the shopping centre management as well as visitors."

Pit Maas, Team Leader, Web Audio TV at CACTUS CREATEAM S.A.

La Belle Étoile

Route d'Arlon
8050 Bertrange, Luxembourg
Tel.: +352 28 28 90 02
www.belle-etoile.lu

Pyramid Computer GmbH

Bötzingler Strasse 60
79111 Freiburg
Tel.: +49 761 4514 -0
www.pyramid-computer.com



Background

The project was successfully completed in just eight weeks. Situated in the four entrance areas, Polytouch® 32" CLASSIC kiosk systems offer visitors a simple plan of the shopping centre from the La Belle Etoile website to facilitate orientation and provide directions to individual stores. They also offer additional search functions so that visitors can look up online information about each store and the products they offer. This service not only enhances the overall shopping experience for visitors but also enables the centre's management team to conduct detailed evaluations on way finding using visitor behaviour metrics. The kiosk's search function allows visitors to search intuitively for individual shops or for specific categories such as "Restaurants" and "Home & Garden".

As letters are entered, all the shops are displayed that start with these letters along with suggested relevant keywords. As soon as a shop is selected from the menu, the position and quickest route are highlighted on the map. If the requested shop is located on the 2nd floor, it is possible to change floors via the corresponding access icon (e.g. escalator).

Integration of advertising space

The application developed by 3d-berlin provides the shopping centre management with various options for selling advertising space and cross-channel promotions.

Each system features three advertising spaces, two small top banners and one in standby mode that fills 2/3 of the screen, all of which can be marketed separately. A particularly attractive option is the opportunity to access statistics and obtain customer feedback.

Hardware makes all the difference

The polytouch® kiosk systems installed at La Belle Etoile are based on light insensitive projected capacitive touch technology, which makes them ultrareliable, highly responsive and easy to view in all light conditions. Polytouch® QMS gives the shopping centre the flexibility to implement configuration changes easily and to adapt their systems to support cashless payments, card readers, barcode scanners and other future standards as required. A printer module is planned in the near future, so that visitors can print out directions.

Key objectives for La Belle Etoile are to interact more closely with visitors and to obtain usage feedback via the system. "All in all, we are very pleased with the solution implemented and we are also receiving very good feedback from visitors," said Maas. "The versatile system also allows us to extend the solution in line with visitor requirements, which in turn enables us to respond quickly and cost-effectively to future trends and developments."

3 GOOD REASONS

1 ALWAYS UP-TO-DATE

Update your wayfinding system on the fly from a central location. Bring any important information directly to your customers and let them easily search for the stores they want to store at. Drive your latest promotions and stocking decisions through Polytouch®.

2 YOUR DEVICE – YOUR BRAND

Polytouch® is the ideal solution allowing you to configure and build your own kiosk solution to configure and build their own individual solution on the fly – without any limits.

3 A STEP AHEAD

polytouch® does not only present the vital statistics of your products but also enriches your catalogue with the individual stories of the products and their related accessories. Enabling the ultimate shopping experience and increasing your turnover by 20–40%.