



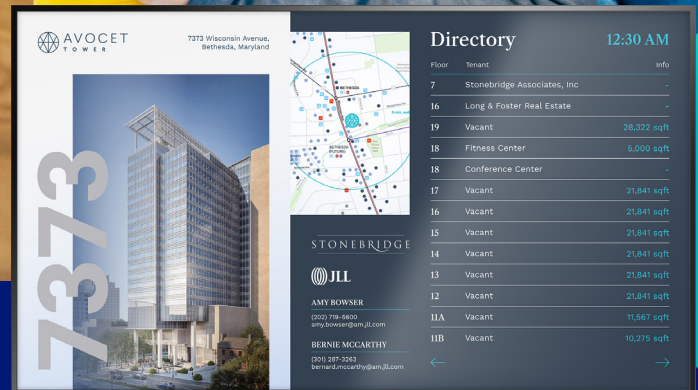
INTERACTIVE INNOVATIONS

Touchscreen Kiosks, Wayfinding,
and Interactive Displays



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Touchscreen Kiosks, Wayfinding, and Interactive Displays

Customer experiences have changed, primarily due to the ease of shopping online. With the lack of foot traffic, brick-and-mortar stores need to captivate and engage their audience to deliver a memorable experience boosting sales and retention. Digital signage has an immediate impression on the customer. It has a high impact in that 59% of those who see digital signage content want to learn more about the product or topic.

This is not just for retail markets, but others, such as healthcare, corporate businesses, sports arenas,

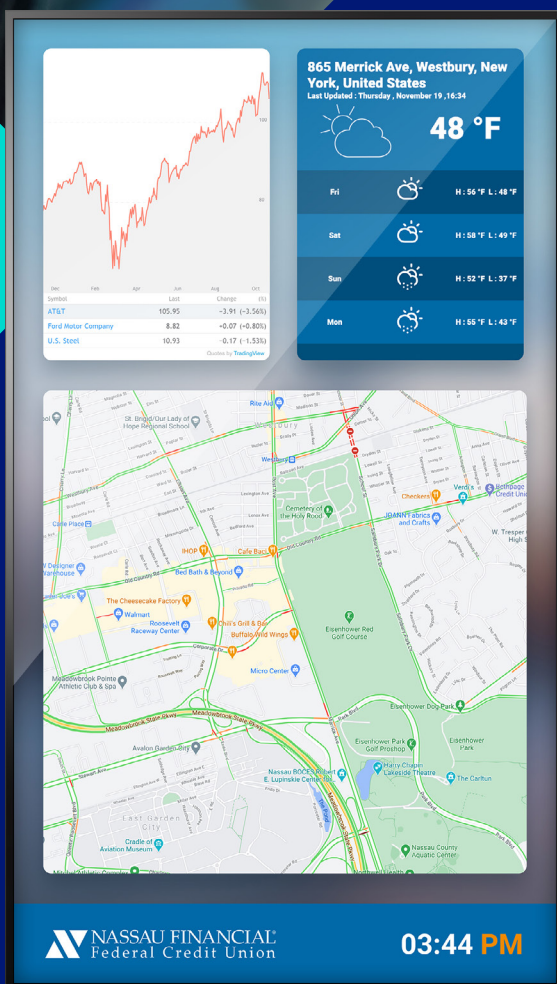
and more. Today's business landscape is focused on delivering experiences and using interactive signage to measure data. With this your ROI is measurable and your engagement grows.

There are different forms of interactive digital signage, including kiosks, wayfinding and displays. In this guide, we will discuss all you need to know about Interactive Innovations here at Mvix, creating an experience for your audience, and how customer analysis through interactive innovations can help maximize your ROI.

What Is Digital Signage?

Digital signage is the deployment of display technologies like LED, LCD, and Projection in commercial environments. The technology gives businesses dynamic control over the promotional content they display to audiences.

In other words, you can display any content you want, including videos, graphics, images, and live streams. Moreover, changing content in real-time is effortless, ensuring you always stream up-to-date messaging. Digital displays also reduce printing expenses since you don't have to print new flyers like static signage.





A Whole New World of Engagement and Animation with Interactive Digital Signage

An interactive touchscreen kiosk is a hardware device integrated with special software and a user-friendly interface to display content allowing users to execute certain transactions. Notably, the critical characteristic of this technology is self-service. Users can access the product, information, or service they need anytime.

Interactive digital signage allows the target audience to interact with the solution and find what resources are relevant to them. Digital signage communication is often one-way with a business communicating with its audience. With interactive kiosks, communication is two-way, with businesses engaging with their audience and audiences engaging back through digital signage. The interactivity element ensures there is active participation, effectively turning the target audience from viewers to active users. Retention is indeed better with interactive digital signage than with its passive counterparts.

As with traditional digital signage displays, the components that come together to build an interactive digital signage platform are as follows:



Hardware: This includes the signage screens, media player, cabling, and other physical components.



Content: This is what you want to be displayed on your screens. To encourage interactivity, you need to ensure your content is highly targeted and keep uploading new content frequently. It can be in various formats, including images, illustrations, and videos.



Software: This content management system (CMS) provides the tools for running and managing your content.

As there are many important parts that play to the success of interactive digital signage, the content management system is a very important aspect. Incorporating an interactive and intuitive content management system ensures that you are engaging your customer to get your message across. If the content management system isn't strong, you will not maximize your investment.



Components of Interactive Innovation

Digital signage solutions combine display screens, media players, content management systems, and content. However, an interactive digital signage system has more complex needs, which you must consider before you swap out your standard digital signs. These requirements are as discussed below:



Hardware

Interactive digital signage requires hardware built to power interactive content and screen functionalities. Ideally, invest in commercial-grade, high-tech screens and expanded I/O ports. Touchscreen technologies are numerous, and the right choice depends on your budget and applications.

For instance, resistive screens feature a transparent top layer that senses the placement of touch and feeds it to the screen and software. Optical screens use cameras to sense the location of the touch, while surface acoustic wave displays rely on a series of transducers and reflectors.



CMS Software

Digital signage software is vital in interactive signage since it lets you create and publish content. The Mvix CMS software stands out because of its user-friendly interface, robust content scheduling, smart playlists, and playback management.

Further, this cloud-based software solution features remote management, meaning you can control content from anywhere. It works on mobile phones and desktops and links seamlessly to different operating systems. Finally, the platform's robust security capabilities, like 2-factor authentication and user permissions, lock out bad actors from your digital signage ecosystem.



Strategy

Interactive displays have enormous potential to create memorable customer experiences and improve sales. But, you need a well-defined strategy that maps out your goals, identifies your target audience, and sets the methods to create content to get the most out of your interactive digital signage.

The strategy should also plan for installation and deployment while accounting for the needs of target users. Lastly, you must have a plan to maintain the signage post-deployment, including detailing ways for users to report problems.



Content

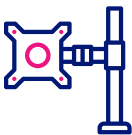
Most importantly, interactive displays need content that encourages engagement. If you already have a standard digital signage system, you probably assume you can repurpose existing content for interactive signs.

However, you must customize content for interactive displays. Creating interactive content in-house is quite challenging, but a reputable digital signage provider will help you with content creation. Typical forms of interactive content include quizzes, building directories, product catalogs, games, and contests.



Analytics

Interactive digital displays let you track a customer's behavior. For instance, if you provide your store's product catalog on interactive screens, you can see the items that get the most attention and which get dismissed. AI combined with digital signage is a game-changer as it enables real-time data collection and helps businesses gather meaningful insights from large volumes of data.



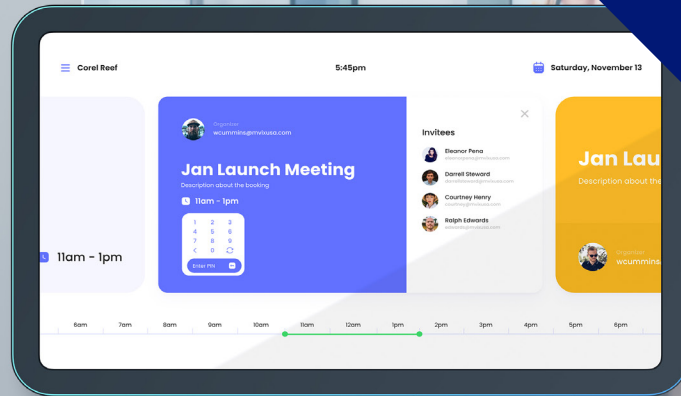
Mounts

Mounts facilitate safe and quick digital signage installation and are aesthetically designed for areas where screens are visible. Each digital signage application, like video walls, free-standing kiosks, and single displays has unique mounting needs. Consider the cost, ease of installation, quality, and support when shopping for mounting solutions.



Enclosure

Sturdy enclosures protect interactive displays from vandalism and extreme weather. You'll want aesthetically-pleasing enclosures with superior features, like in-built fans for ventilation and a custom rack to conceal display bezels, media players, and cables while providing easy access to power buttons and media players.



Types of Interactive Digital Signage

Interactivity comes in many forms depending on your project's nature. The types of interactive digital signage systems include the following:



Touchscreen

Deploying a touchscreen display is the easiest way to enjoy the benefits of interactive digital signage. Currently, most people are familiar with touchscreens on mobile devices, tablets, and laptops. Hence, visitors will be eager to engage with your touchscreen applications. Wayfinding, menu boards, and self-serve kiosks are common uses of touchscreen signage.



Motion Tracking

Motion tracking is popular in gaming and infotainment because it lets users experience mixed reality. Practically, people perform specific gestures in front of a screen to engage with the interactive content.

In turn, cameras connected to the display register the movements and trigger corresponding reactions on the screen. Leverage this technology to drive in-store retail promotions, museum exhibits, and theme park entertainment.



Digital Posters

Interactive digital posters are popping up in different locations, including restaurants, vehicle dealerships, movie theaters, and hospitals. These versatile and portable solutions offer interactive experiences to passersby and customers. For example, a buyer can browse a car's features before purchasing or explore all showings in a movie theater before buying tickets.



Wayfinding Kiosk

Interactive wayfinding is necessary for large complexes, like malls, airports, and school campuses, to ease navigation. Usually, wayfinding kiosks feature interactive maps with animated paths and optional SMS to get detailed directions on a mobile phone.

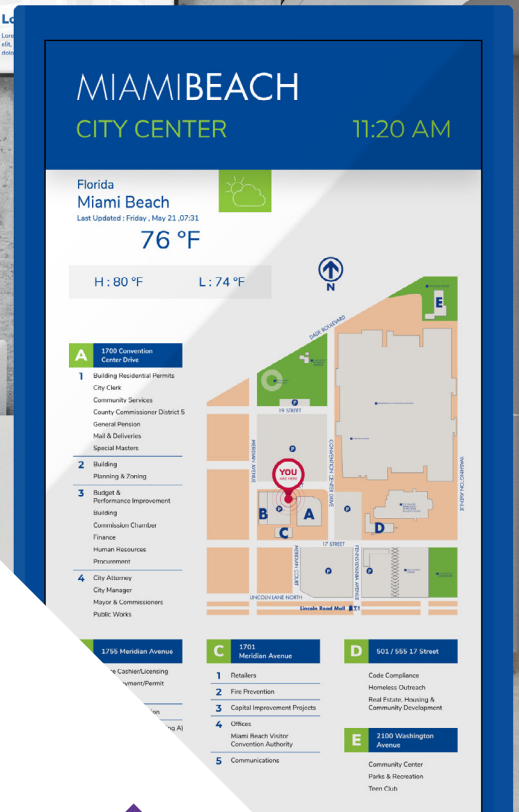
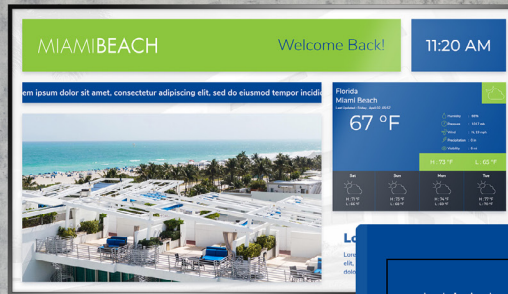
The kiosks also show directory information with individual employees or departments. Place wayfinding kiosks at the entrance, lobby area, hallways, near elevators, and other high-traffic areas.



QR Codes

Adopting QR codes in your digital signage content helps you send customers to specific websites and distribute downloadable coupons. QR codes are easy to use as passersby only need QR reader apps on their phones to receive customized content.

Once a user scans the QR code, the specified URL automatically opens on a mobile browser, letting them explore your product catalog, wayfinding category, or social media pages.





Anatomy of Interactive Solutions

Multi-zone layouts facilitate the display of various kinds of information. To start, customize your logo and background to reinforce branding. For instance, a resort can use an aerial view of its property as its background.

Additionally, customize category buttons with wayfinding options, a help button, and events listings. Lastly, include the date, time, and weather.

What You Can Display

Interactive installations can educate, entertain, and update. Common types of interactive content are as follows:



Wayfinding

Interactive digital signs are ideal wayfinding solutions for large venues. More specifically, deploy interactive maps that help visitors map the shortest routes to their destination.



Building Directory

Interactive directories let users find tenants, offices, departments, and employees. Then, the display generates a wayfinding map according to the selected destination, reducing visitor confusion.



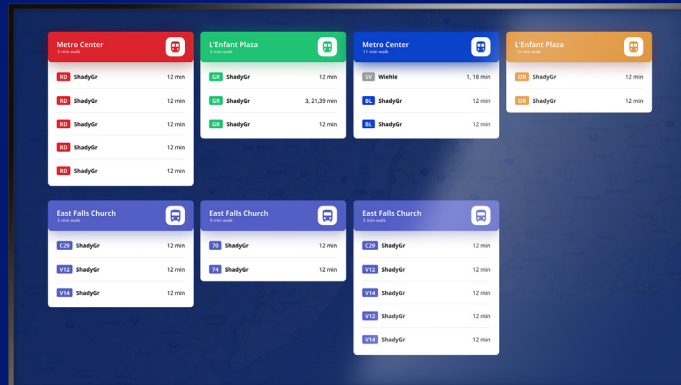
Announcements

Interactive installations grab attention, making them ideal for streaming announcements like lost items, emergency alerts, and new team members.



HTML 5

Interactive digital signs support various HTML 5 content, whether you want to show off your social media feeds or website. Additionally, pull updates from news websites such as live currency rates in a bank.



Videos and Images

Show vivid imagery, animation, and video playback to excite audiences and reduce perceived wait times in banks, healthcare clinics, and government offices.



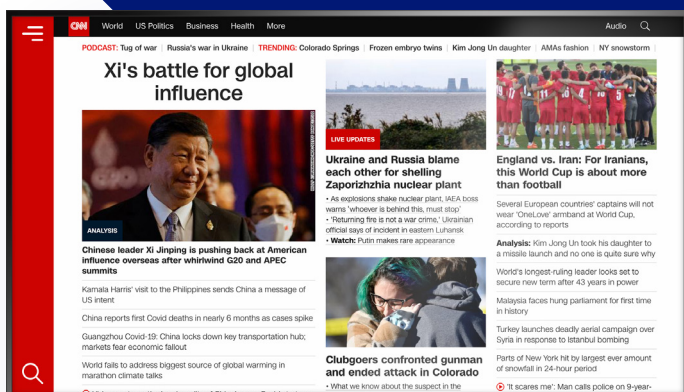
Transit

The transit content app is invaluable when you need to show live wait times for rideshares, buses, flights, metros, and more.



Web URL

The Web URL app makes it easy to display any web page on interactive digital signage displays. For instance, you can show your product pages or news from CNN, New York Times, and other outlets.





Event Listings

Calendar integrations are easy to do with digital signage, after which you can post all upcoming events.

Events			
Date	Event	Time	Location
13 JAN	Event 1	Event 1 description goes here. This description section can hold a max of 20 words 1:00 PM - 3:30 PM NEW YORK	
13 JAN	Event 2	Event 2 description goes here. This description section can hold a max of 20 words 1:00 PM - 3:30 PM NEW YORK	
13 JAN	Event 3	Event 3 description goes here. This description section can hold a max of 20 words 1:00 PM - 3:30 PM NEW YORK	
13 JAN	Event 4	Event 4 description goes here. This description section can hold a max of 20 words 1:00 PM - 3:30 PM NEW YORK	
13 JAN	Event 5	Event 5 description goes here. This description section can hold a max of 20 words 1:00 PM - 3:30 PM NEW YORK	
13 JAN	Event 6	Event 6 description goes here. This description section can hold a max of 20 words 1:00 PM - 3:30 PM NEW YORK	
13 JAN	Event 7	Event 7 description goes here. This description section can hold a max of 20 words 1:00 PM - 3:30 PM NEW YORK	
13 JAN	Event 8	Event 8 description goes here. This description section can hold a max of 20 words 1:00 PM - 3:30 PM NEW YORK	
13 JAN	Event 9	Event 9 description goes here. This description section can hold a max of 20 words 1:00 PM - 3:30 PM NEW YORK	
13 JAN	Event 10	Event 10 description goes here. This description section can hold a max of 20 words 1:00 PM - 3:30 PM NEW YORK	
13 JAN	Event 11	Event 11 description goes here. This description section can hold a max of 20 words 1:00 PM - 3:30 PM NEW YORK	



Queues/Lists

Interactive installations enhance queue management by displaying real-time waiting lists and calling people forward when it's their turn.



Social Media

Social media makes great interactive content, especially if you launch polls, games, and testimonials on video walls and other mesmerizing installations.



Promotion and Advertisement

Interactive ad campaigns prompt people to talk about your brand, helping you stand out and increase sales.

Markets

While interactive experiences are common in retail stores, interactive installations have versatile applications in many other environments. These markets include the following.



Retail

Interestingly, **84% of customers** in a study by Radyiant said that they would return to a store due to a positive in-store experience. Therefore, retailers must provide exceptional shopping experiences to keep customers coming back.

Thankfully, interactive installations draw shoppers deeper into the shopping experience by letting them interact with product catalogs, pricing information, and other essential details. For example, interactive touchscreens in a fashion store using sustainable materials can prompt customers to learn more about the sourcing process.



Restaurants/Fast Food

Many restaurants and fast-food joints let diners order and pay for their food on interactive displays. Go a step further and encourage customers to explore new items on interactive signs and use games to make the discovery process fun. Also, integrate QR codes with touchscreen tables to facilitate a customer's access to coupons and promotional messaging.



Banks

Usually, banks experience long waiting queues during peak hours, which affects customer satisfaction. Interactive kiosks solve this problem by letting customers complete some transactions independently, such as printing statements and transferring money. Further, the touchscreens print tokens and show line progress, leaving employees to focus on other tasks.



Sports Arenas

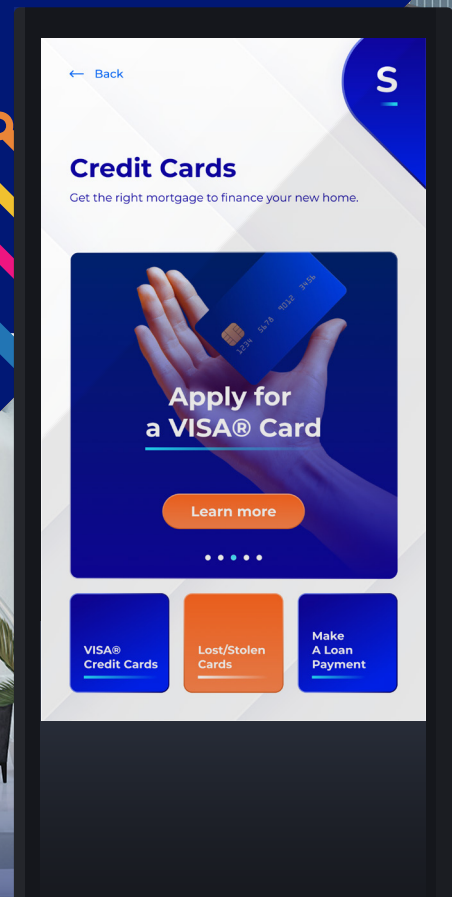
Currently, modern sports venues are investing in interactive signage to boost visitor engagement and increase ticket sales. Touchscreens serve many functions in sports arenas, from facilitating member registration to distributing wayfinding directions. Moreover, sports fans quickly order menu items at concession stands after exploring digital menus on interactive kiosks.



Educational Institutions

Interactive digital signage has numerous applications in educational institutions. To start, furnish lobbies and entrance areas with touchscreens for simplified navigation.

In this way, students, instructors, and visitors quickly select their destination and receive personalized wayfinding information. Next, switch the traditional classroom whiteboard for interactive posters, and use games, maps, and graphics to make learning more fun.





Entertainment Venues

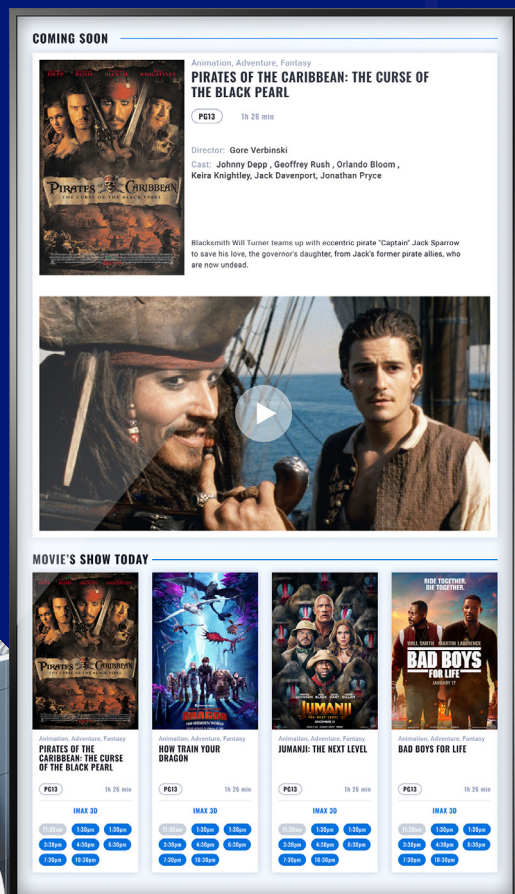
Interactive experiences in theme parks, museums, galleries, cinemas, and other entertainment venues enhance customer engagement and improve sales. Touchscreens that let visitors book, pay, and print tickets reduce the workload on staff, while interactive installations that provide wayfinding information reduce confusion among crowds.

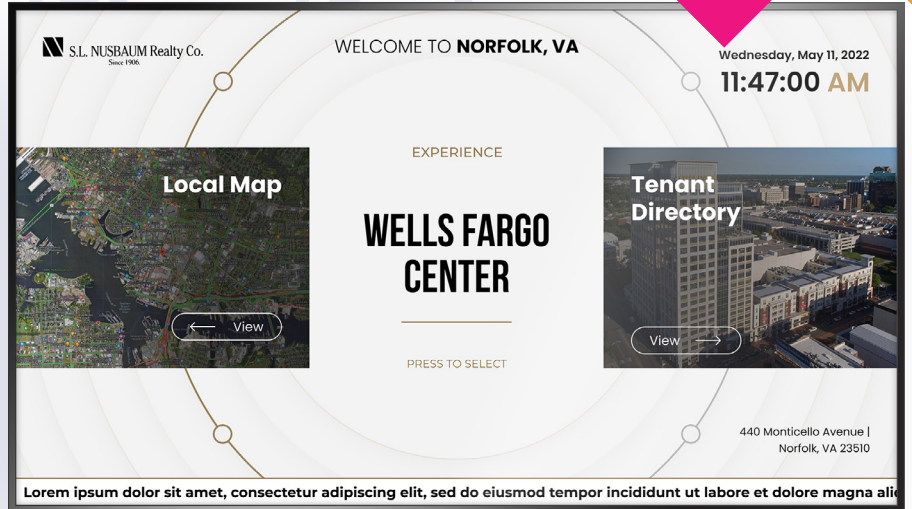
Museums can leverage interactive displays to provide more information about an exhibit or artist. Similarly, concert venues can let visitors explore an artist's songs before their performance.



Hotels

Interactive kiosks in tech-forward hotels automate check-in, giving occupants a seamless experience from the start. Then, interactive hallway signs give customized directions, while displays in rooms let guests explore amenities and local attractions. Further, interactive meeting room signs outside conference areas enhance navigation and include additional information like a meeting's start time and speaker.





ROI

Interactive displays are budding advancements that have created new opportunities for businesses to set themselves apart from competitors. The benefits of interactive signage include the following.



Easier Coordination

Sometimes, employees misunderstand customers' instructions, resulting in poor customer satisfaction. Interactive kiosks give customers more control over their orders and more freedom to choose products at their own pace. For example, visitors quickly fill their orders at a concession stand kiosk and move to the pick-up area to take their ready items.



Improves Business Efficiency

An interactive touch screen delivers consistent levels of customer service all year, as long as it links to a reliable power supply, media player, and Wi-Fi. Moreover, interactive kiosks let customers complete various tasks, find wayfinding information, and get essential details without bothering employees. Accordingly, employees have more time to focus on their jobs, improving business performance and boosting employee satisfaction.



Today's Cases Courtroom Dockets Wednesday, June 2 | 10:30 AM

NAME	CASE	TIME	BUILDING	FLOOR	ROOM	ATTORNEY	JUDGE
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON
CADE VS HICKS, JR.	235124	1:00PM	WARREN CONDOS	4TH	318	ANA VARELA	MICHAEL R PEARSON

Guilford Union Bank		WE BUY		WE SELL	
COUNTRY	USA	0.7624	0.7624	COUNTRY	USA
	USA	0.7624	0.7624		USA



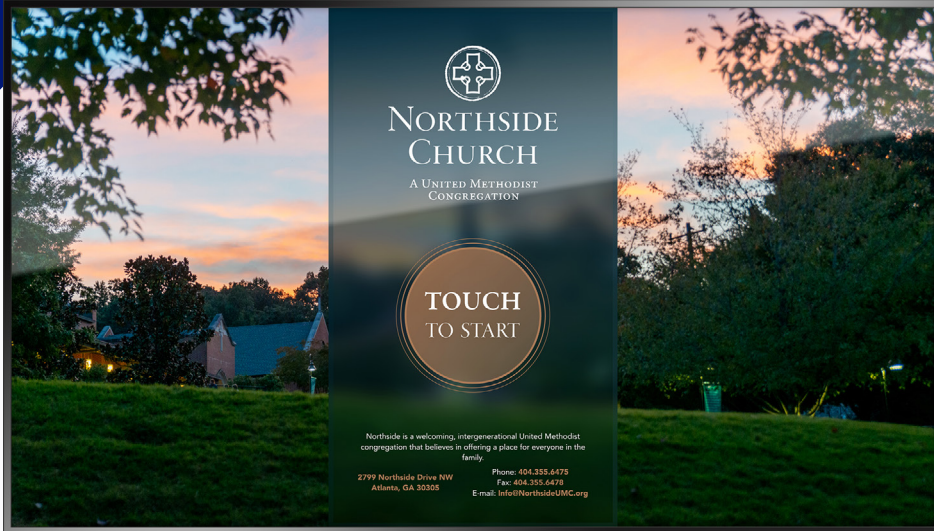
Increase Customer Satisfaction

Interactive kiosks reduce queues in banking halls, hospitals, and entertainment venues by facilitating transactions and printing dockets. Additionally, some interactive screens promptly answer frequently asked questions, creating a positive customer experience. Large venues use interactive displays to stream wayfinding information, reducing chaos and relieving employees to focus on core responsibilities.



Improve Sales

Interactive displays expose customers to offers, discounts, new products, and deals. By allowing customers to explore offerings at their own pace, interactive kiosks create the perfect low-pressure environment to boost sales. For instance, a movie theater kiosk can bundle packages to keep customers returning.



Immersive Animation and Engagement

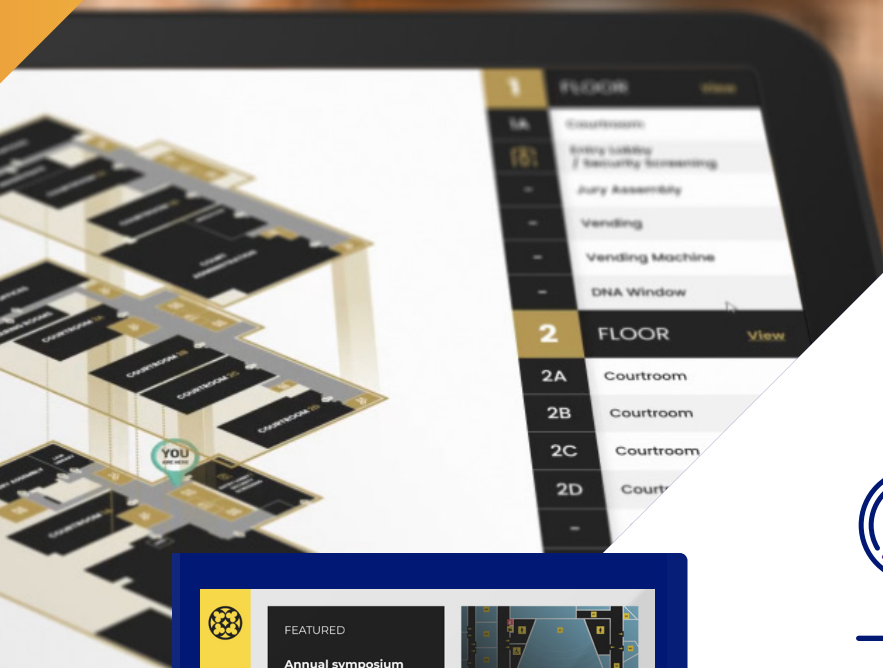
Interactive displays allow you to engage customers with dynamic content. Indeed, **81% of customers** prefer interactive content to static content, and interactive signage helps you leverage the hunger for memorable experiences to boost customer engagement.

Essentially, interactive signs turn window shoppers into fully-engaged customers who explore your product catalog in real-time, check out offers, and discover your social media feeds.



Unparalleled Branding and Marketing

Customers remember immersive experiences for a long time, making them more likely to return for more. Further, premium Android tablets bring life to brand demonstrations, helping show customers different ways to use your products. After all, **73% of buyers** wish to watch a video to learn about products or services.



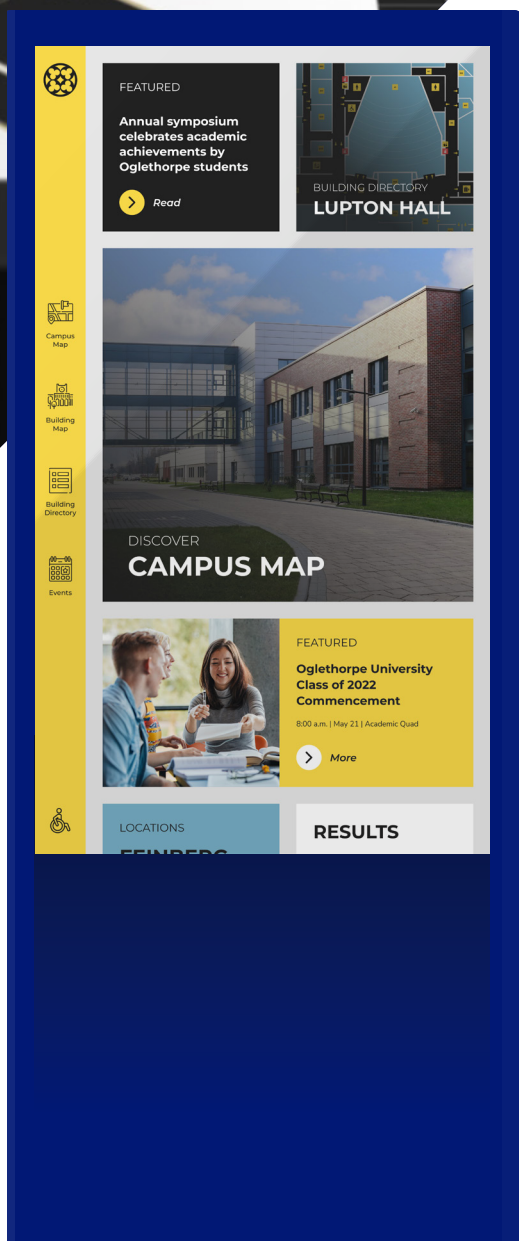
Informative and Cost Effective

Interactive kiosks eliminate the need to hire more staff to engage with clients. By offering basic information in a stimulating way, interactive installations establish a great first impression among customers and bring your brand to life. For instance, a retail store can stream its operating hours, promotions, and products on kiosks to upgrade the in-store shopping experience.



Provide Customer Analytical Data

Interactive digital signage is a powerful technology for gathering customer data. For example, track how many frequently asked questions attract the most interactions and tailor solutions toward these queries. Additionally, track customers' needs and preferences and design ad campaigns around the most attractive services and products.



Cost of Ownership

Digital signage expenses depend on your goals and the level of functionality you expect from your installation. The costs of owning interactive digital signage are as discussed here.



Cost of Hardware

Invest in a high-quality commercial digital screen with a full warranty for interactive digital signage. The costs add up if you install multiple displays, and you must consider each display's durability, viewing angles, contrast ratio, energy consumption, and brightness.



Cost of Implementation

When you install digital signage, you may fail to account for some expenses, such as ensuring network connectivity and mounting services. Ask your vendor about their turn-key services or make a plan of how to get your screens up and running in the shortest time.



Cost of Ongoing Support and Training

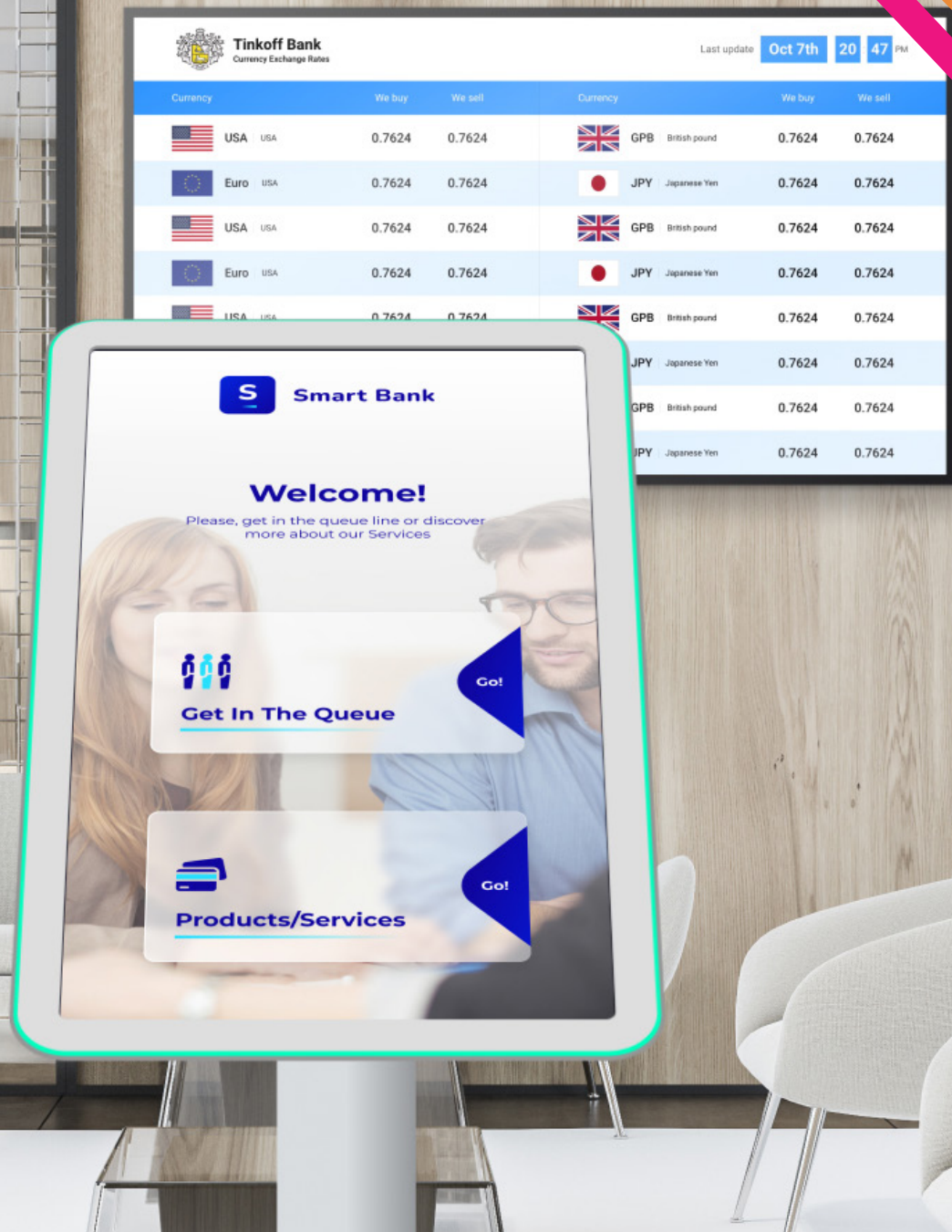
Most digital signage providers offer an all-in-one package with service and support. However, ensure that the terms of the service agreement are clear and plan for continuous support, including the costs of training new staff.

Party Name	Case No.	Crime	Date / Time	Description / Hearing Type	Location	Decision	Document
PRATT GEORGE	JA-2013-000356	Privacy	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3A	Div C	View
SPENCER GEORGE	JA-2013-000356	Theft	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3A	Div C	View
YOUNG ANGUS	JA-2013-000356	Murder	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3B	Div C	View
GREY ANGELA	JA-2013-000356	Adultery	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3A	Div C	View
PRATT GEORGE	JA-2013-000356	Robbery/Hunter	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3B	Div C	View
PRATT GEORGE	JA-2013-000356	Privacy	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3C	Div C	View
PRATT GEORGE	JA-2013-000356	Privacy	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3A	Div C	View
PRATT GEORGE	JA-2013-000356	Privacy	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3B	Div C	View
PRATT GEORGE	JA-2013-000356	Privacy	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3C	Div C	View
PRATT GEORGE	JA-2013-000356	Privacy	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3A	Div C	View
PRATT GEORGE	JA-2013-000356	Privacy	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3B	Div C	View
PRATT GEORGE	JA-2013-000356	Privacy	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3C	Div C	View
PRATT GEORGE	JA-2013-000356	Privacy	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3A	Div C	View
PRATT GEORGE	JA-2013-000356	Privacy	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3B	Div C	View
PRATT GEORGE	JA-2013-000356	Privacy	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3C	Div C	View
PRATT GEORGE	JA-2013-000356	Privacy	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3A	Div C	View
PRATT GEORGE	JA-2013-000356	Privacy	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3B	Div C	View
PRATT GEORGE	JA-2013-000356	Privacy	6/20/2022 20:00	Motion - Court Set - Domestic	Courtroom 3C	Div C	View



Cost of Content Creation

You can create content in-house or contract a freelancer or agency to handle content creation. Alternatively, purchase software with customizable templates and content apps for a quicker and cost-effective approach to content curation.



CapEx or OpEx?

What type of pricing model works best for you? Getting a subscription will spread the cost out over time. Conversely, a one-time purchase may be easier even though the initial cost is higher.



Create Your Interactive Experience

A touchscreen experience is memorable, unlike static posters, which visitors quickly forget. Feed your interactive kiosks with engaging content that helps customers discover more about your brand

and move around. In addition, integrate QR codes to deliver seamless experiences straight to a customer's mobile phone. Lastly, gather analytics and refine your advertising campaigns based on consumer interests.

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More Content.
Better Engagement.