

peerless-AV[®]

Interactive Technology for Transit Settings
Featuring Interactive Kiosks

WEBINAR AGENDA



SPEAKER INTRO

KIOSK BENEFITS



KEY CONSIDERATIONS

Q&A



WAYS TO GET IN TOUCH

Jeff Blankensop

Director of National Accounts, Peerless-AV



- 30+ years of AV industry experience
- Worked closely with some of the largest organizations in the world:
 - Boston Red Sox, Canadian Tire Corporation, McDonald's, Panera Bread, Sam's Club, United Airlines
- Main areas of expertise include:
 - Menu board signage, interactive experiences, and self-ordering kiosks





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Benefits of Interactive Kiosks

DID YOU KNOW?

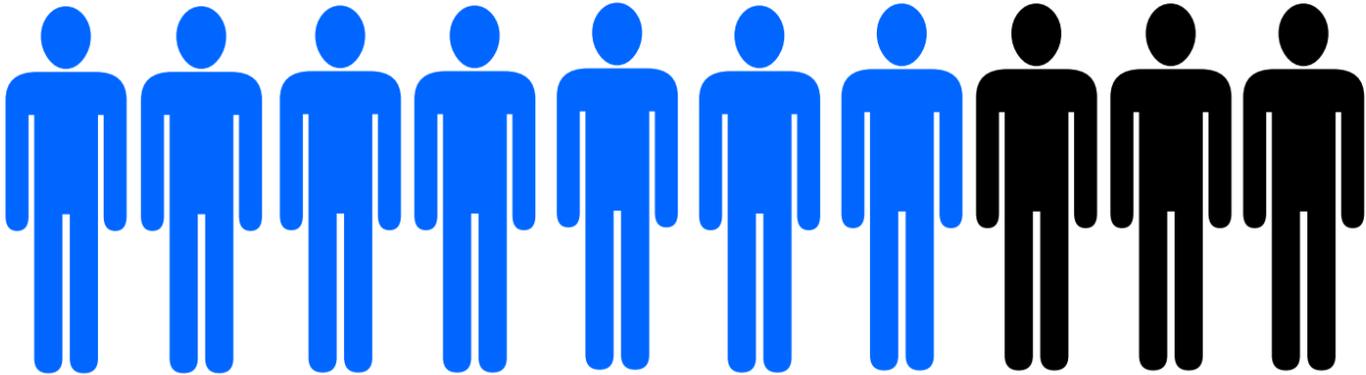
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Digital displays capture

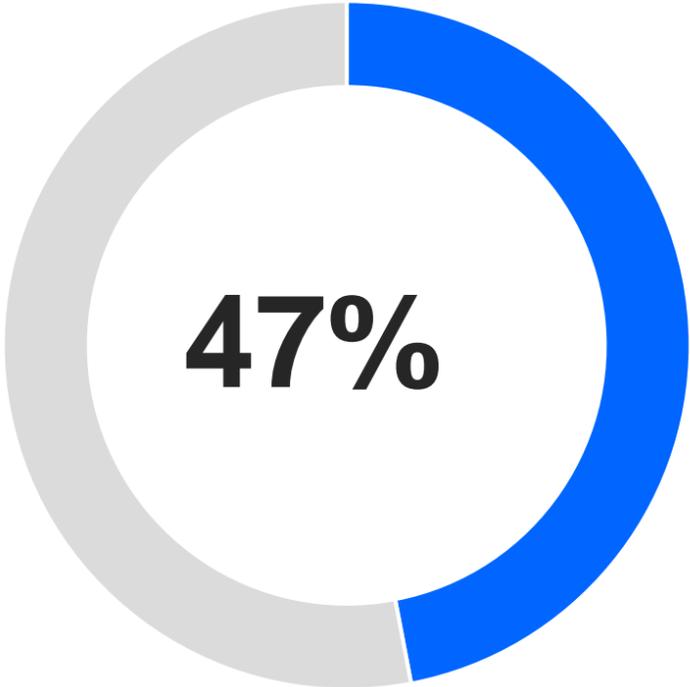
400%

more views than static displays (Intel)

DID YOU KNOW?



70% of Americans recall seeing a digital video display in the past month...



said they specifically remember seeing an ad (Arbitron)

Who benefits from interactive kiosk solutions?

Answer:

***Any* transportation terminal that requires quick sharing of information to its travelers.**



Why are interactive kiosks becoming a must-have in transit settings?



Reduces perceived wait time, increases customer satisfaction



Cost effective



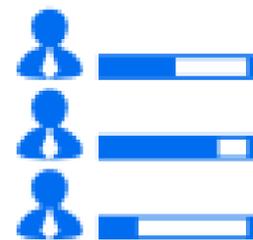
Real time info delivery



Flexible & can be adapted to your target audience



Proof of performance



Captures behavioral data



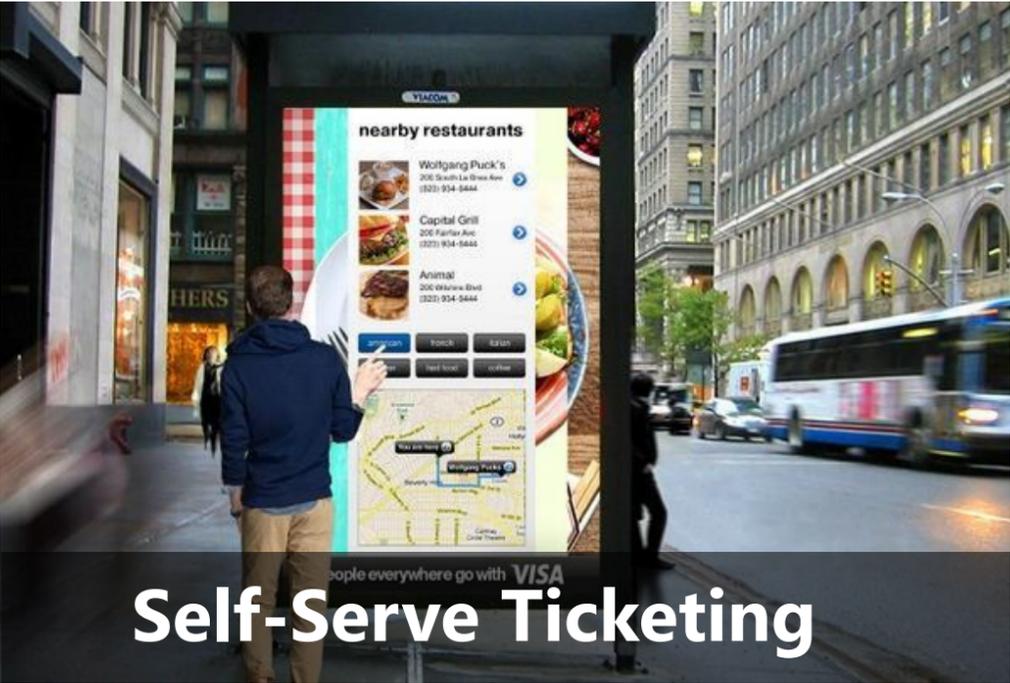
Reduces your carbon footprint



Emergency service alerts

Usage Examples

Examples of Interactive Kiosks in Mass Transit Applications



Self-Serve Ticketing



Advertising



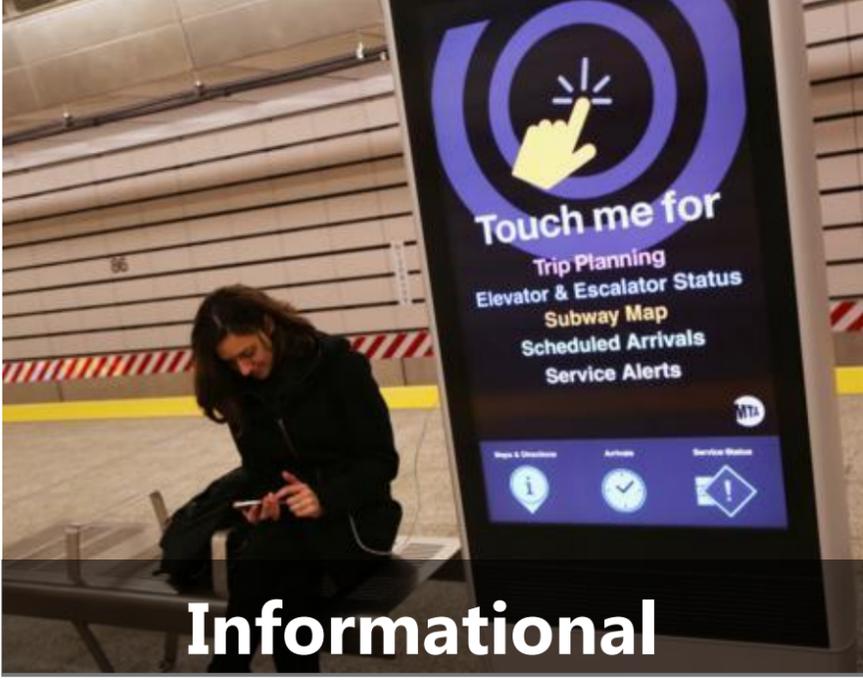
Entertainment



Emergency Alerts



Wayfinding



Informational



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Top Considerations

When Choosing an Interactive Kiosk

1. What is your **intended purpose/objective**?

Top Considerations when Choosing an Interactive Kiosk

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Is it to sell tickets?

Or, to direct traffic flow?

Or, to inform commuters?

Or, to entertain?



2. What kind of **content** do you need?

Top Considerations when Choosing an Interactive Kiosk

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Digital signage: Video, slideshow or image

Wayfinding

Concierge

Retail



3. What **interactive features** are you looking for?

Top Considerations when Choosing an Interactive Kiosk



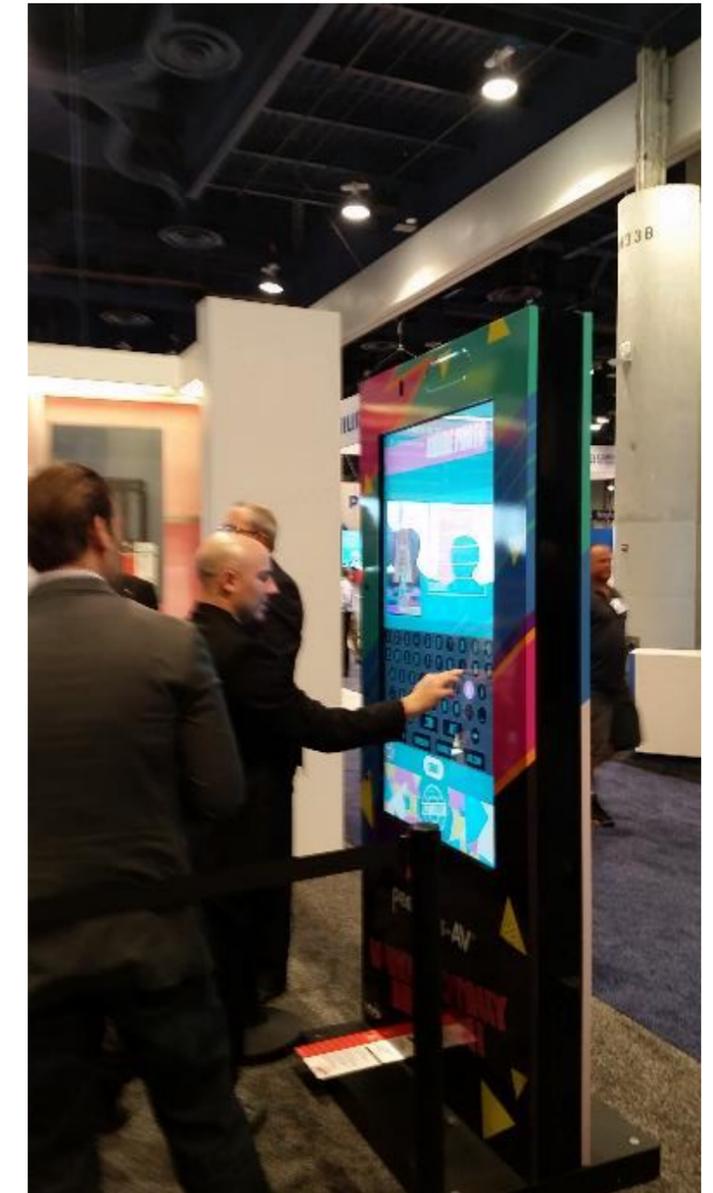
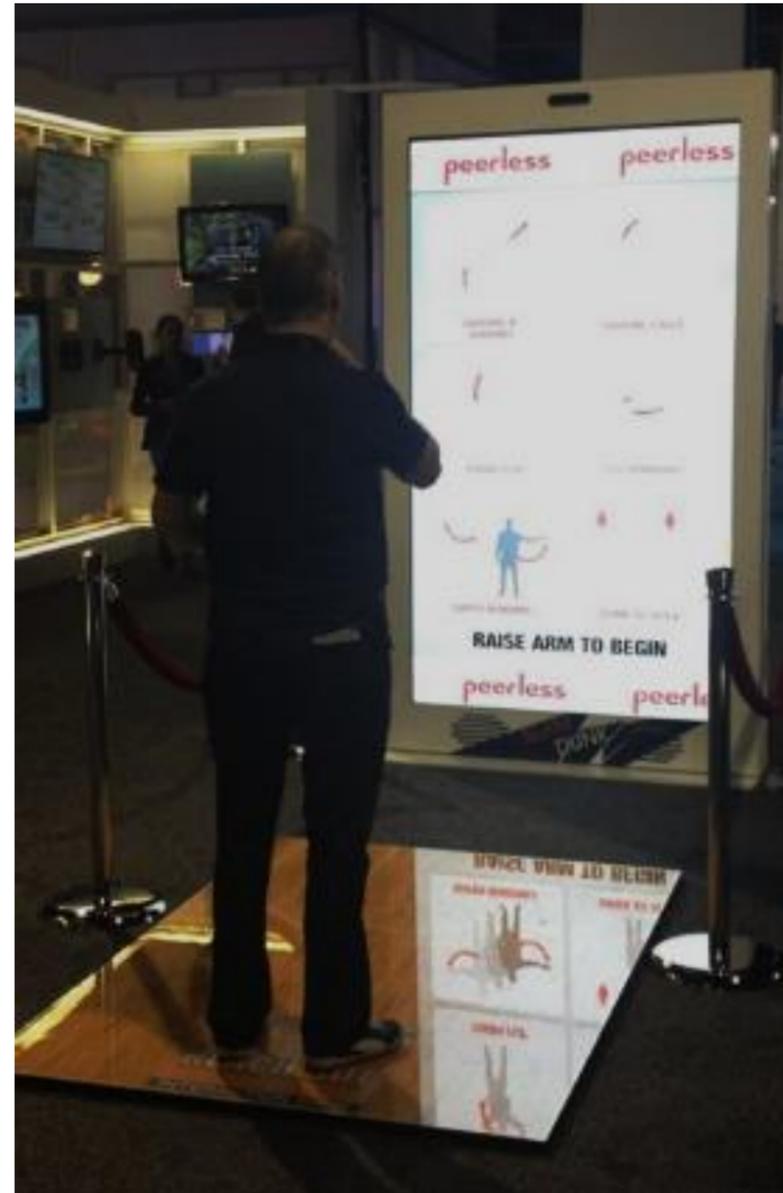
Do you want touch?

IR or PCAP?

Single or multi-touch?

Gesture?

Or, sound?



4. Do you want any **optional add-ons**?

Top Considerations when Choosing an Interactive Kiosk

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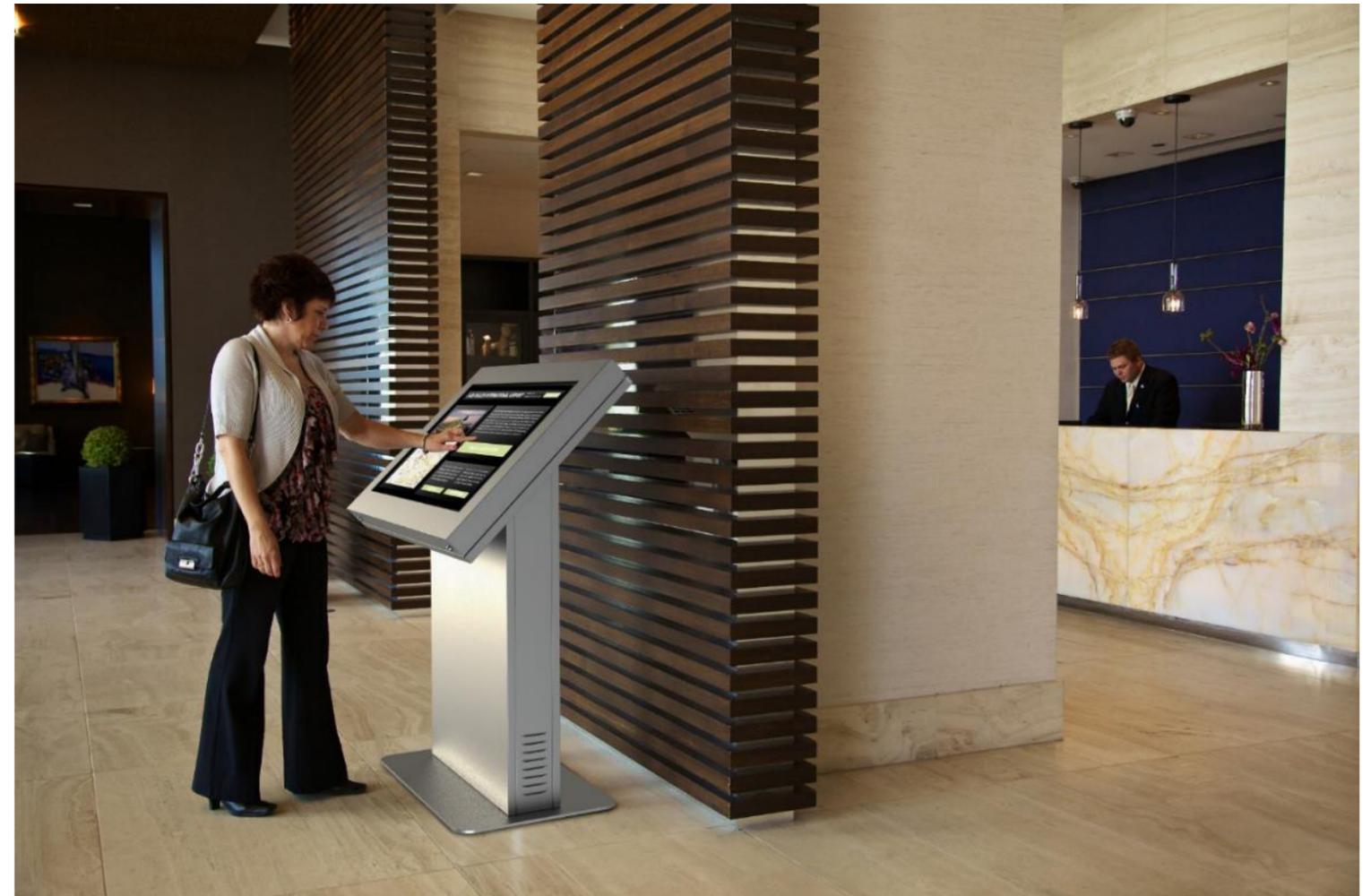
Audio

Receipt printer

Camera

Cellular Wi-Fi

Custom graphics



5. Where will the kiosk be placed?

Top Considerations when Choosing an Interactive Kiosk



Will it be indoors or outdoors?

Is weather a factor?

- Shade, sun, rain, heat, cold, etc.
- Does it need to be IP rated because of brake dust or diesel fuel?

Do you require a free-standing, on-wall, in-wall, or ceiling kiosk?



6. How will you get **power/data** to the kiosk?

Top Considerations when Choosing an Interactive Kiosk



Cable hook-up

Wi-Fi

Cell



7. Does your kiosk have **security/vandalism** features?

Top Considerations when Choosing an Interactive Kiosk



Locks:

-Key, cam lock, screw, touchpad

Safety glass

Camera

Data security



8. Is the kiosk **tested/certified** for your application?

Top Considerations when Choosing an Interactive Kiosk



9. Is the kiosk **reliable/easy to maintain**?

Top Considerations when Choosing an Interactive Kiosk

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Does it have fans or filters?

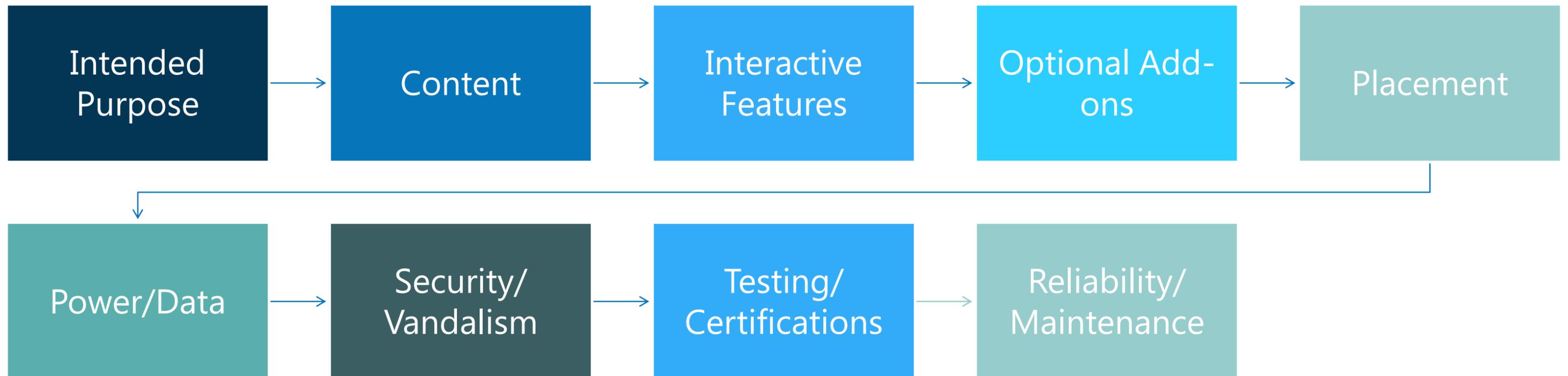
How long will the kiosk last?

Technology life span?



Overview

Top Considerations when Choosing an Interactive Kiosk





Thank you!

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