

HDR 3D Maps are coming



**2D & 3D Wayfinding
4 Most Popular Tools**



2D or 3D Wayfinder Kiosk Solutions

Kiosk solution is a traditional wayfinding and positioning solution, where visitors can get directions to desired room or store

Possibility of 2D and 3D maps;

1 project means that multiple kiosks can be deployed in one location without additional licence costs;

HTML 5 based player means there is no need for powerful hardware;

Screensaver and kiosk UI can be customised to fit any need;

Visitor feedback can be collected through kiosks;

Different language options are available;

Self-service kiosk can be indoors or outdoors;

Advertising module allows you to make ROI with our software;

Statistic module gives feedback on visitor behaviour and searched locations;

Offline work is available for areas, where internet connection is not stable;

Integrations with public services are all possible;

Third party integrations are all possible.



Limitations of using wayfinding kiosk as a stand-alone

The visitor cannot carry the map with them;

No live tracking with GPS or iBeacons;

In high flu or Covid-19 season, glass is touched by hundreds of people daily;

You cannot offer personalised ads.



Price and software implementation

Necessary information for price calculation:

Details: 2D or 3D map, required level of detail;

Data entry: what kind of data and who enters it;

Platform: kiosk, website integration, QR smartphone, smartphone app and AR;

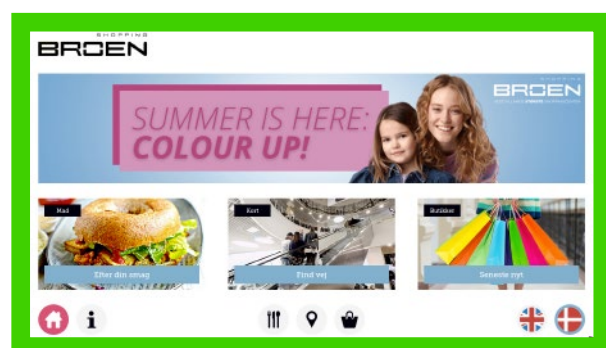
Project: how many buildings, floors and rooms need to be mapped;

UI and screensaver design: is design your own or provided by 3D Wayfinder;

Custom work: integration of third party or public services;

Installation: remote installation to your kiosk.

Popular solutions on self-service kiosks



Custom design screensavers

Self-service wayfinding kiosks can be much more than just a wayfinding map. Large pictures can help visitors reach decisions and find the right category. Screensavers can also be your "call to action" for holiday shopping or the first page could just be used as a premium advertising space.



UI design templates

3D Wayfinder has a number of ready-made UI templates for your kiosk. Templates that are suitable for department stores, hospitals, educational facilities or amusement parks. Of course the client could order corporate design or specific UI design with additional customised solutions that are not found on our templates. But 90% of the time the client is happy with ready-made 3D Wayfinder templates as these are ready to be updated with client logos and colours. It is best for on the budget projects, looks clean and is very user friendly for visitors.



3D maps

If the kiosk is used as a stand-alone then it is important for the visitors to get the "wow" effect. Detailed premium 3D maps are often used for that purpose. By providing the 3D wayfinder team with pictures, logos and information, the 3D map allows for personalization of stores. On the 3D map, rotating 3D signs can be used to either display location names or to function as a button for pop-up windows that display additional information, QR codes or effects.

New developments for our clients



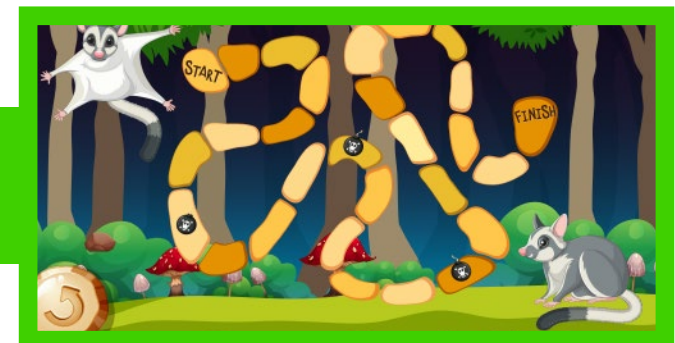
Kiosk with payment terminals

Interactive kiosks have huge potential, especially when multiple services are fitted into one kiosk. We have noticed that generally more services mean more kiosks and digital signage stands. Therefore we aim to integrate our map alongside with different solutions. This functionality becomes especially apparent if kiosks are equipped with payment terminals. A kiosk fitted with a payment terminal can be used as a wayfinder, but could also be used for e- tickets, e- booking or e- gift cards for example. Multifunctionality is the key for success!



Public transportation schedules or timetables

City malls are usually located in the central city, accessible by various forms of public transformation, like buses, trains, taxis, e-bikes etc. Customers use them heavily for commuting between work, home or visiting malls. All kiosk wayfinder apps come with the option of adding helpful features like designated e-bike and taxi pickup spots marked on the map or public transport schedules with train and bus stops depicted on the map or on a separate screen. This has proved to be very helpful to customers as it helps them plan their stay at the mall.



HTML prize games

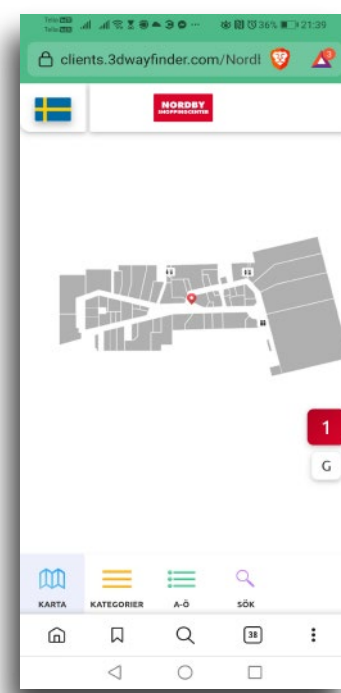
Self-service kiosk by itself might get stale with just a map function and advertising that is not engaging for visitors. Fun html based short games with possibility to win prizes is one potential option. Games can be either on the screensaver or on a specially dedicated page. All department store tenants can organise prize games to invite clients to win and visit their store. To enter the game, the visitors need to input their name and email, which could be used for future marketing campaigns. Game scores can be left untouched for returning customers to see how they did against other shoppers.



QR Code Solution for Smart Devices

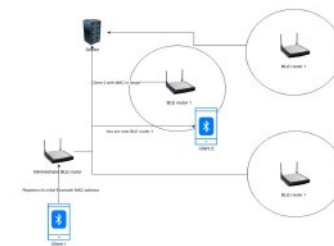
QR code is considered to be one of the best of latest developments regarding wayfinding and the opportunities it offers for projects on the budget. It is a powerful tool alongside self-service kiosks and wayfinding apps.

- Fast loading 2D and 3D Lite maps are available for smartphones;
- Clear and beautiful templates are available;
- Scan QR code, open link and start using wayfinding software;
- Works with both Android and Apple's OS;
- Different language options available;
- Visitor feedback can be collected through software;
- Avoid touching glass during high flu or Covid-19 season;
- Advertising module allows you to make ROI with software;
- Statistic module gives feedback on visitor behaviour and searched locations;
- Outdoor GPS positioning available;
- Scanning single QR code on the room door or on every floor of the building could position the visitor to the location of the scanning;
- Excellent tool alongside the kiosk and app.



Limitations of using QR solution as a stand-alone

- Only 2D or 3D Lite maps are available;
- No live tracking with iBeacons;
- You can't offer personalised ads.

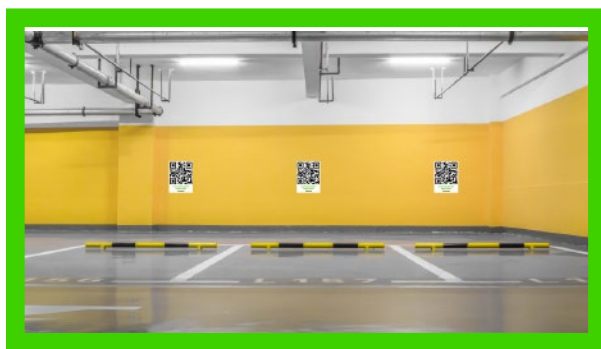


Browser based indoor positioning with routers making smartphone to beacon

This means that we are using Bluetooth routers to check all bluetooth devices near-by. Users' mobile devices are beacons and routers will send the info about found devices to the server (3D Wayfinder Enterprise Server). The Server will make the triangulation the same way - it checks how many BLE routers see the mobile device and what are the signal strengths. **Interested to learn more, contact us!**



Popular QR solutions with app and kiosk



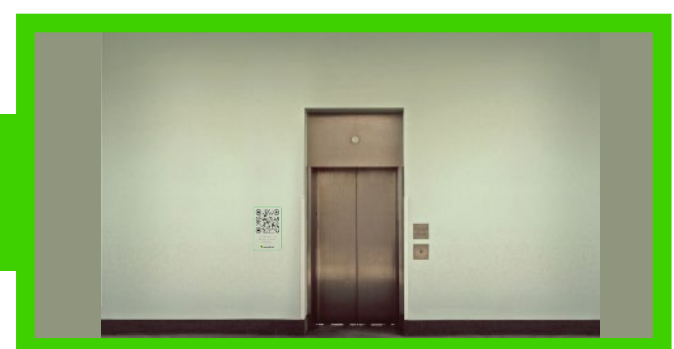
QR codes in parking lot

The best of QR codes is brought out, when using an app and iBeacons. The visitor can save the location of their car by scanning the nearest QR code in the parking lot with our app. After shopping or hospital visitation, the app will show an easy route back to the car. It works nicely together with iBeacons installed in indoor parking lots. Outdoor iBeacons could also be combined with GPS tracking to provide the same solution for outdoor parking lots.



QR codes on kiosk UI

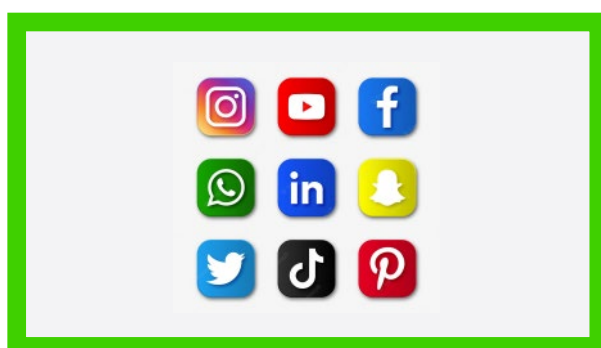
Covid-19 was and still is a strong threat to health. In cooperation with our North-European clients we came up with a solution to make wayfinding safer for users. A QR code button was added to the kiosk UI, with just one tap, a pop-up window would appear on the kiosk screen and the customer could take the map along with them with just a simple scan of the code. A simple and low-cost solution that could be applied to all our templates.



QR codes on every floor

Multiple kiosks on every floor could raise the costs higher than the budget allows. This could be the case with hospitals, business centres and smaller malls. In that case the most preferred solution is a kiosk at the entrance and QR codes on every floor. By scanning the code, the visitor could open the map on their smartphones and position themselves to the location of the QR code. From there they could select a route to their destination.

QR codes with kiosk



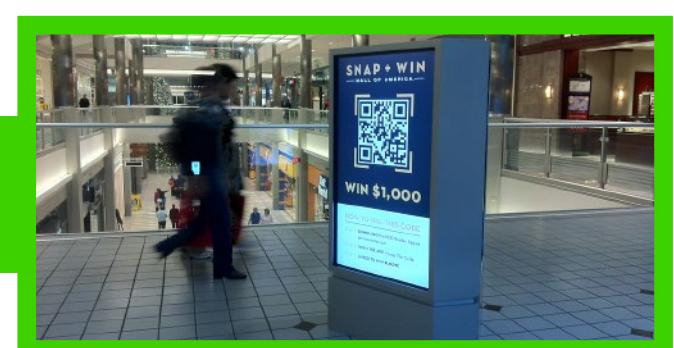
QR codes as social media links

Tenants may wish to use their social media link in the kiosk. But how could the visitor open social media channels on their phone? In such a case, social media icons could serve as a button for a pop-up window with the QR code. After a quick scan, the visitor could open the link in their smartphone to give feedback, likes or share content.



QR code to open store webpage

It could happen that the customer is late to the store or the store has been closed for that day. By just searching for the store, the customer could find all the necessary standard information (logo, description, opening times, discounts), but they could also find the QR code to the store's online shop. This way the customer could open the e-store campaign page on their smartphone and finish their shopping from there. It is also possible to link marketing campaigns or landing pages to the QR code for users of both indoor and outdoor kiosks.



QR code ads on kiosk

Marketing campaigns with QR codes are not unheard of and are often used with standard touch free digital signage stands. This option could be applied with 3D Wayfinder through a built-in advertising module. It is an easy and effective solution for delivering information to the clients, using their own smartphones for that.



Integrations to Client Website

Integration of 2D or 3D maps to the client's website so that the visitors could plan their shopping or make sure that their favourite store is present in the mall. Popular solution in North-Europe and the Baltic's!

Both 2D and 3D maps are possible, but 2D maps are preferred for their faster loading time;

With wordpress, fast integration to any type of website is possible;

Budget friendly solution for department stores and business centres;

Visitor will be able to access it at home, outdoors or while on transport (car, bus, train);

Developed for desktop and mobile view;

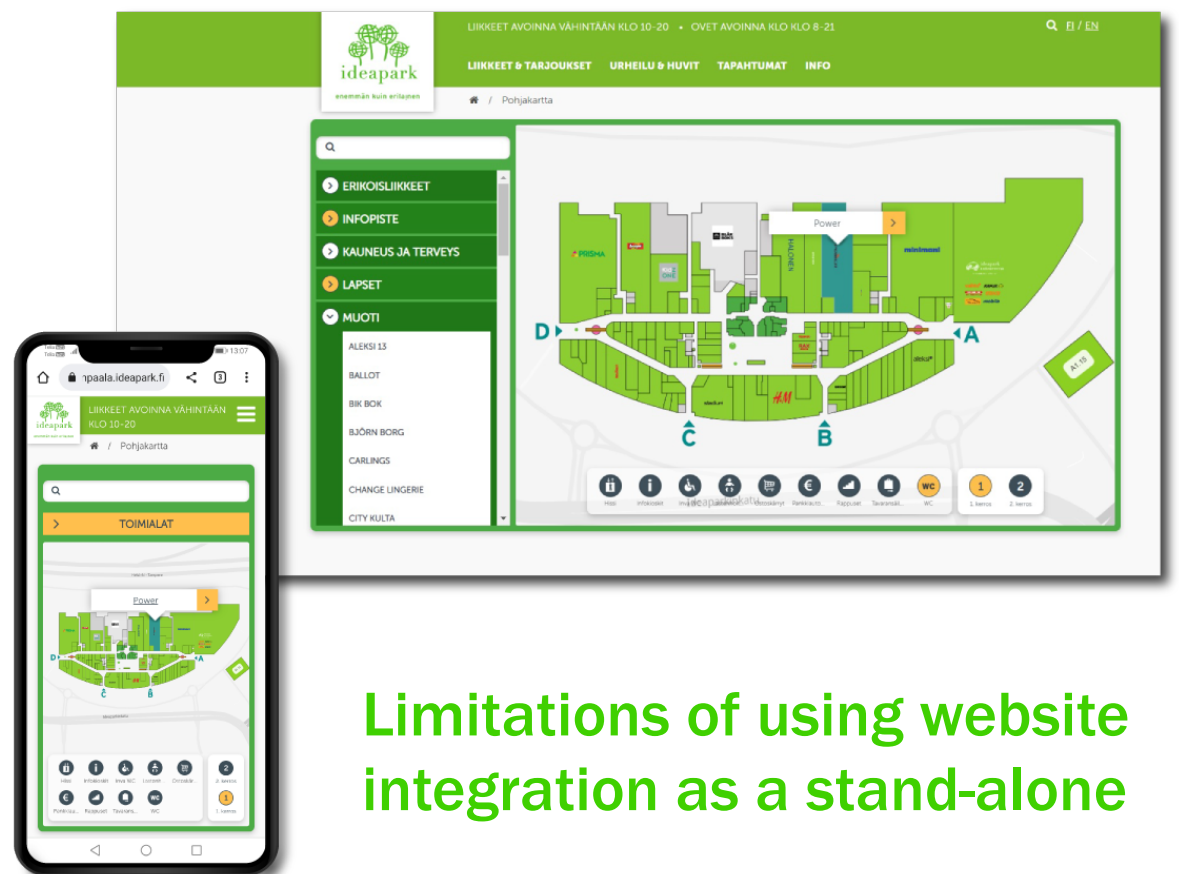
Preferred by older generation;

Customizable to match with the design of the website;

Possibility of showing offers next to the map;

Online store products could have a connecting link to the map for locating it within the mall;

Possibility of locating products in store through more detailed maps;

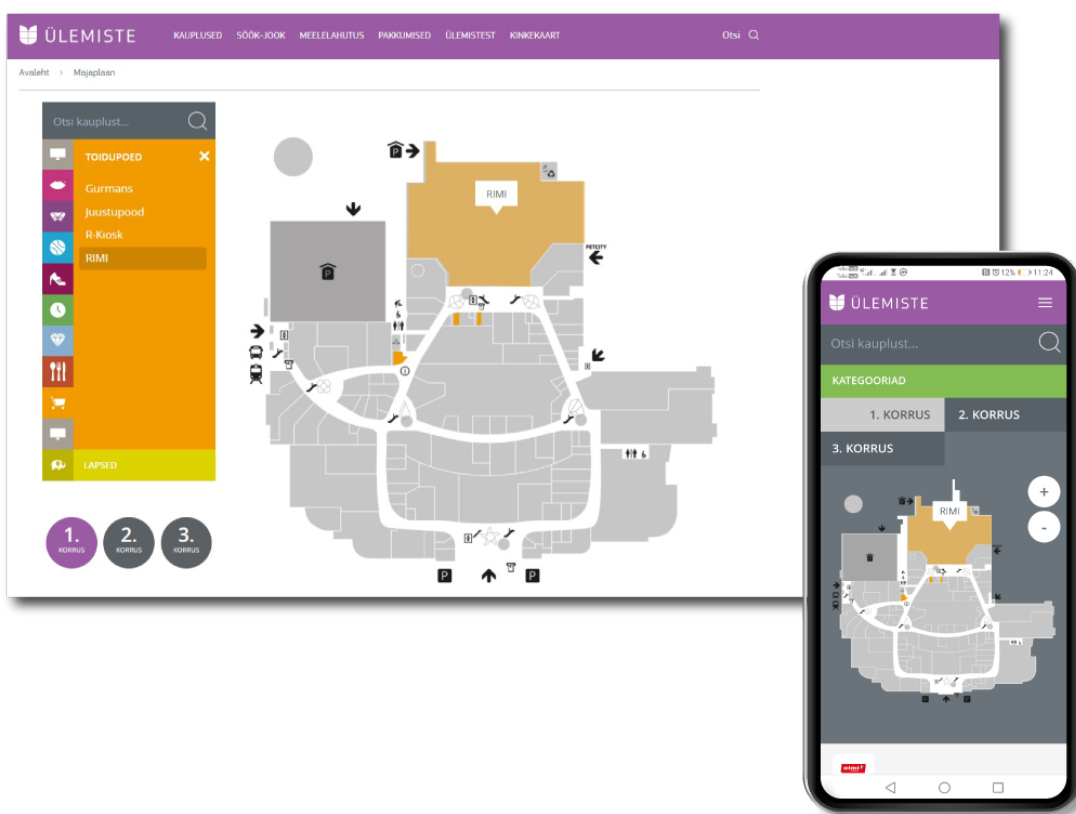


Limitations of using website integration as a stand-alone

No navigation via positioning;

iBeacon or GPS tracking is not possible;

You can't offer personalised ads.

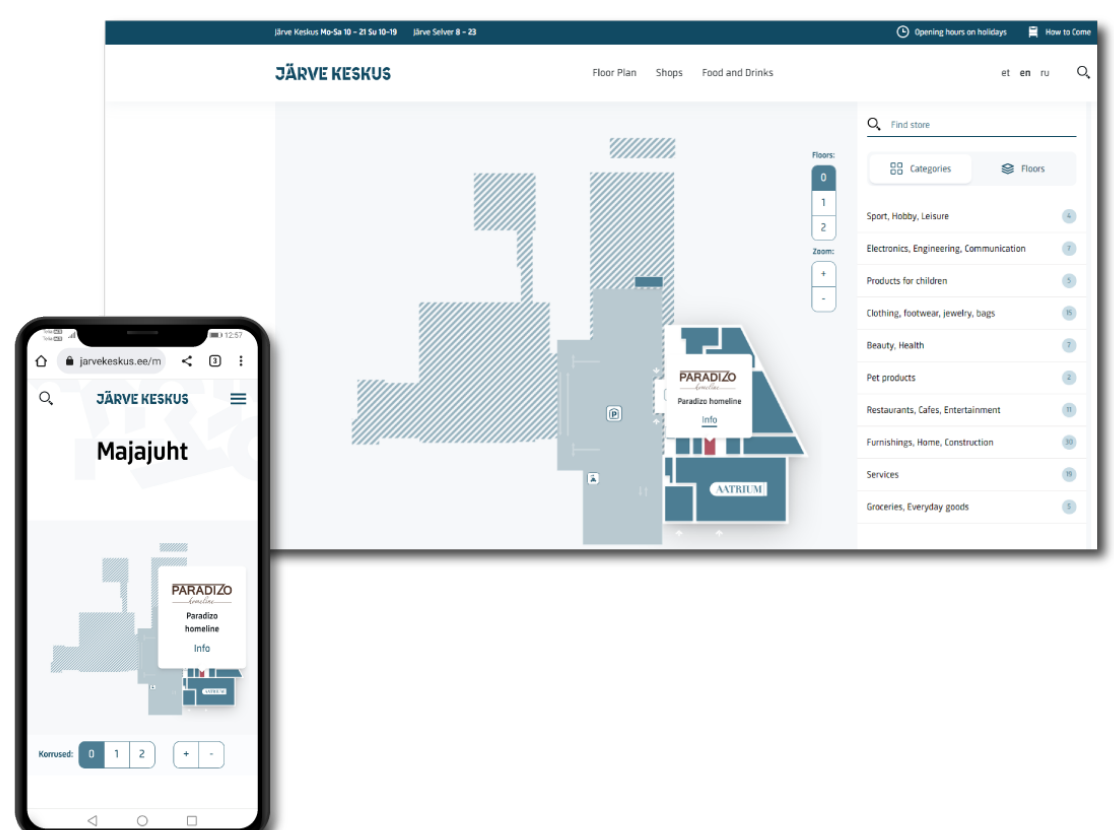


Easy to use for everyone

This solution is especially suitable for elderly, who are more accustomed to navigating with maps that are on paper. Same goes for people from more rural areas, who might be reluctant to use apps or kiosks as new technology might cause confusion. For them the map would be accessible through company's webpage.

Access map where ever you are

Kiosks and QR scanning solutions require one to be present at the spot. For most of the time, the visitor already knows the homepage of the department store. They could access the website from outdoors, their car, or at home. They could find the location, opening times and plan their shopping trip from the comfort of wherever they are!





2D or 3D Wayfinder App Solutions

App is the most powerful platform for wayfinding as it enables providing many different solutions for the customer through just one application: 2D or 3D map, navigation, marketing, loyalty programs, public services and e-commerce.

- Both 2D and 3D maps are a possibility;
- Works on both Android and Apple OS;
- Possibility to integrate third party services and applications;
- Indoor & outdoor navigation through WiFi, iBeacons and GPS;
- Asset tracking in warehouses, factories, hospitals, universities and science labs;
- Live positioning of the visitors and navigation within buildings;
- Room occupancy counters for better energy management or determining room availability;
- QR code scan & location memory with return route back to the starting point;
- Different language options are available;
- Self-service e-commerce solutions are a possibility;
- Better statistics on visitor behaviour;
- Advertisement and offers through iBeacons;
- Possibility of integrating public services;
- Possibility of innovative AR navigation solutions;
- Possibility of loyalty programs based on the client's needs.



Limitations of using wayfinding app as stand-alone

- There is a significant amount of people who are reluctant to use apps;
- Might be difficult or overwhelming for elderly people;
- Hosting mobile apps in the app market like Google Play Store might bring new expenses.

iBeacons: asset tracking and navigation



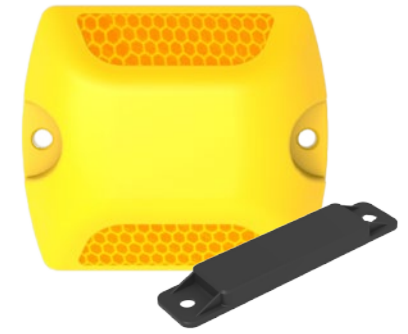
Asset tracking tags are portable devices that could be attached to a sickbed or any other medical equipment for example. Therefore improving the use and management of medical resources. Similarly to hospitals, there is a high demand for it in the field of education, factory management and science labs. Forcibly removed tags will send out an alarm.

To improve targeted marketing and managing traffic, navigating iBeacons could be deployed in public places like hospitals, department stores, universities, airports and railway stations. Chip "nRF52833" supports direction finding, has high-throughput 2Mbps, Mesh Thread and Zigbee protocols and is therefore an ideal device that could be developed to deliver a wide range of commercial and industrial applications.

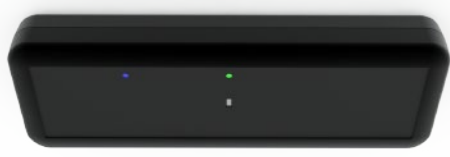
Asset tracking in warehouses and parking lot management

For asset tracking in warehouses and in the manufacturing industry, Bluetooth® LE 5.0 device is compatible with the task as it allows for real-time monitoring of the inventory and assets. It simply needs to be mounted on the asset and this is enough to provide real-time data on the asset's location and movement.

For managing parking lots we offer iBeacons with large-capacity batteries with a service life of 10+ years at low-power broadcast. It has a tough build from inside-out to withstand high pressure and is equipped for protection, which makes it ideal for maintenance-free outdoor parking settings such as hospitals, parks, chemical plants, warehouses, factories and public spaces.

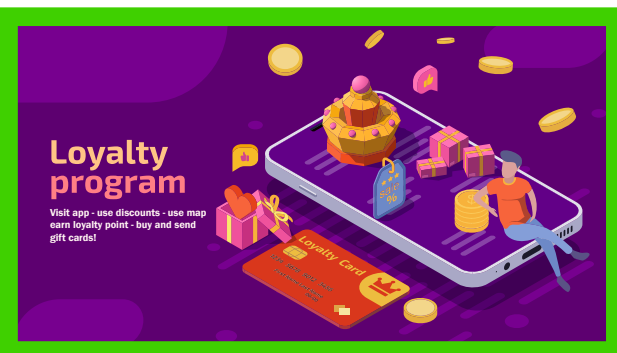


Room occupancy - smart management



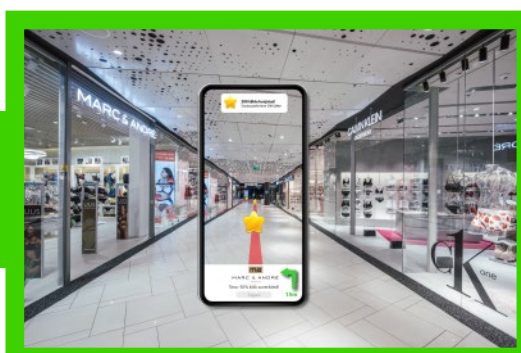
The room occupancy counters can provide necessary insights to room usage which help reduce energy waste, bring down management costs and improve working efficiency. Heating and ventilation could be adjusted to match the occupancy of the room. Rooms in need of management can be found by simply looking on the map. And finally, without any installed booking system, the counters could be used to determine the availability of different meeting rooms.

New developments for our clients



Client Loyalty program: three-way integration

App is one of the best tools for bringing loyalty programs and loyalty cards directly to customer smartphones. There are three ways we could help you achieve that. Firstly, we could integrate a third party software to our app. Secondly, we could integrate our 2D or 3D map to your own app, where there already is an active loyalty program. Thirdly, we could develop a NFT based loyalty card for the app. Like with NFT cards, the reader needs to be touched with the smartphone and transaction or registration would be completed.



AR mobile navigation

AR navigation is the future of wayfinding as it makes everything easier. Showing the route on screen as a real-time video makes your location more clear and could provide new opportunities for marketing. Live discounts from stores nearby, playful loyalty games. A whole new frontier for wayfinding, especially when AR glasses become commercially available and it becomes possible to integrate AR into our everyday lives.



Cooperation in development phase

Most malls, business centres, hospitals etc. already have local graphic designers, developers and system integrators as partners. As a team player, we are completely fine with this and could work together with other partners towards a common goal, towards a better wayfinding app that caters to your needs, while taking all local consumer behaviour and practices into account.

