



CITY CENTERS

A complete digital information solution for City Centers
all info is presented on large 46-inch Touch Terminals and users Smartphones

City Centers are not only visited for shopping, there are historical places and museums to enjoy, the architecture, the fruit and vegetable markets, the flowers and the unique independent stores that attract people's visits! With this range of cultural attractions, restaurants and coffee shops, exciting and independent stores, the city centers are also a place that people like to spend their leisure time.

However, unlike the shopping centers or retail parks, the range of shops and other visitor attractions in a City Center can be spread over a larger geographical area, which can make it difficult to get an overview, and specially for new visitors and tourists.

TouchGuide's City Centers Info system on large touch terminals and on users Smartphones can be a new and effective help to present the inner city historical buildings and all its attractiveness as cultural events and sights, and be a shopping guide. The system could be self-financing with local advertising

Benefits

- The City Center area becomes a "competitive mall with a virtual roof".
- Improved service at indoor and outdoor way finding, local ads, public transport etc.
- A new and more effective way of communication with locals and visitors, stores and property owners.
- All restaurant menus available at the same location.
- Real-time information for public transportation and 3 days weather forecast.
- TouchGuide administrative solutions for Tourist could be a part of your City Center Solution.

CITY CENTER



ADVANCED DIGITAL TOUCH DIRECTORY INFO SYSTEM

- Multi language system
- Loyalty program
- Integration with internal and external systems
- Use of QR or Barcodes to view maps or other information on smart phones
- Booking information of local activities
- Indoor and outdoor positioning system on users Smartphone
- Indoor and outdoor 46" touch terminals



DIGITAL SIGNAGE SOLUTION

- Digital Posters for events and promotions of local events, security and any other information
- Dynamic presentation of ads
- Marketing splash board
- Ads space for screen



ELECTRONIC INFO BOARD

- Virtual Concierge, Digital Information center
- Loyalty program
- Video-information for security
- Real time public transportation schedules and up to date cinema listings



DOOR TO DOOR, ROUTE PLANNING ON VISITORS CALLS FROM A 46-INCH TERMINAL OR MOBILE PHONE

- Intelligent searcher – enter text using a virtual keyboard and search by name, product, shop, office, tasks etc.
- Step by Step directions
- Interactive maps with path drawing, presenting the names of particular store, company or other points of interest
- Dynamic animation showing the shortest way to the desired place, also for disabled people
- Estimated walking time
- Indoor and outdoor guidance including map of the neighborhood



INFO TERMINALS

- Indoor and outdoor installation of 46-inch terminals
- Multi-touch screens
- Advertising screens
- [See our terminals for specifications](#)



TouchGuide solutions provide information solutions that are specially adapted to our customers' needs. The user availability is optimized through the use of large info screens in combination with users smartphones. The solutions reliability are optimized to be an user friendly system, where the content are 100% customer responsibility and the system operation TouchGuide Solution responsibility.