



# SHOPPING CENTERS

A complete digital solution for shopping centers  
Information, wayfinding and marketing system

A Shopping center has everything you need under one roof - perfect for those who prioritize convenience and are looking for variation around every corner. But, shopping centers are not only visited for shopping, it's a place for enjoyment, dining and meeting people in an attractive environment.

There are also good parking, playgrounds for children, events and a wide range of services with generous opening hours that attract people's visits!

However, this wide and rich variety of attractions spread over a larger area can be difficult to get an overview, especially for new visitors and tourists.

**TouchGuide's Shopping Centers Info - and wayfinding system** on large touch terminals and on users SmartPhones can be an effective help to inform and guide the visitor inside the mall. The system could be self-financing with local advertising

## Benefits

- In case of maintenance or if the elevator is out of order, the system can draw alternative routes within minutes
- The best local event and marketing channel
- The solution is controlled by a local administrator who has 100% control over what is displayed on screens.
- All restaurant menus available at the same location.
- Real-time information for public transportation and 3 days weather forecast.
- TouchGuide administrative solutions for visitors and tenants could be a part of your Shopping Center

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## 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 SmartPhones
- 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



## WAYFINDING AND ROUTE PLANNING

- 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 visitors
- 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 system that are specially adapted to our customers' needs. The user availability is optimized through the use of large touch 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.