



# TOURISM

**A complete digital solution for Tourist destinations**  
Information, wayfinding and marketing on touch screens, tablets or smartphones

Before we travel to new places, we are often preparing ourselves with planning and searching for points of interests, attractions and other things that makes our stay pleasant and memorable. Often it can be difficult to get all this information without searching in several places, and we might even buy guidebooks or collecting a big numbers of brochures to find everything we need.

What if all this info is gathered in one place? And in a system that always has the latest and updated information, divided into categories of special interest for visitors and tourists!

**TouchGuide's Tourist Information, wayfinding and marketing system** on large touch screen terminals or users Smartphones can help tourists on place to explore and find all the attractions.

## Benefits

■ **Harmony**

All elements playing in harmony, a great information and wayfinding experience on a multilingual system.

■ **Self service**

Fully integrated digital solution that takes away the hassle of updating information and finding service and attractions.

■ **Information junction**

TouchGuide becomes a junction for information about all kind of attractions, museums, restaurants and services, etc.

■ **Wayfinding**

Bar-code reader or QR codes to send maps to smart phones, defining the shortest way to find a place, walking time and distance.

■ **Real Time Information**

All the information is there, public transportation schedules, taxis and weather forecast, local attractions, hotels and restaurants.

■ **Advertisement**

Marketing splashboard, screensaver with video capabilities and event board that drives traffic to the local business.



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## ADVANCED DIGITAL TOUCH DIRECTORY INFO SYSTEM

- Multi language system
- Integration with internal and external systems as bookings and real time bus and train departure time
- Use of QR or Barcodes to view maps or other information on smart phones
- Booking info of local activities, taxi, cinemas, and more.
- Indoor and outdoor positioning system on users Smartphone
- Indoor and Outdoor 32 - 46" touchscreen terminals



## DIGITAL SIGNAGE SOLUTION

- Keeping visitors updated with news and ads, images or videos
- Digital Posters for events and promotions
- Marketing splash board
- Create and manage your own playlists



## ELECTRONIC INFO BOARD

- A complete Digital Information Center, always with updated info
- Booking of hotels and restaurants
- Video-information for security
- Real time public transportation schedules and up to date cinema listings



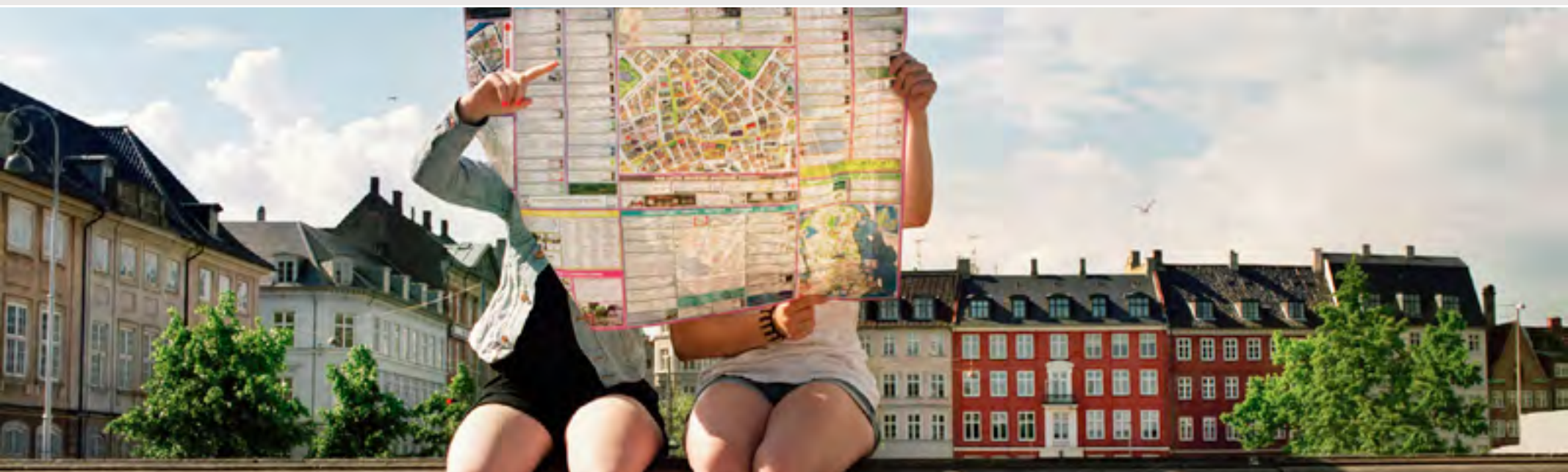
## WAYFINDING AND ROUTE PLANNING

- Intelligent searcher – enter a virtual keyboard on the screen and search by names, services, brands etc.
- Step by Step directions
- Interactive maps with path drawing, presenting the names of particular stores, companies or other points of interest
- Dynamic maps showing the shortest way to the desired place, also adapted for disabled visitors
- Showing distance and estimated walking time
- Indoor and outdoor guidance including map of the neighbourhood



## INFO TERMINALS

- Indoor and outdoor installation of large touch screen terminals
- Multi-touch screens
- Advertising screens
- **Content administration:** [See TouchAdmin](#)
- [See our terminals for specifications](#)



TouchGuide Solutions provides information systems that are adapted for certain markets and their special needs. The information is optimized through the use of large touchscreens in combination with users smartphones and are known as a user friendly system - easy to understand and easy to use - for everyone!