



Interactive Wayfinding for Digital Signage

Wayfinding makes navigation less stressful for visitors, guests, employees, customers, or students to navigate any property.

The familiar map-like interface showcases distinctive common points of interest such as washrooms, meeting rooms, restaurants, leisure facilities, retail outlets and so forth.

Users simply tap or click where they'd like to go, and a clear path is highlighted for them to follow.

To avoid any possible touch contamination, Interactive Wayfinding can also be accessed on a mobile device via a QR code shown on a kiosk.

Decrease Wastage

- Avoid the need for physical brochures, paper maps, and guides
- Dynamic content removes the requirement for costly reprints when information is outdated

Visitor Experience

- Enhance the visitor experience with less stress in navigating an unfamiliar property
- Reduce administrative resource spent guiding visitors to their preferred destination

Increase Revenue

- Deliver third party dynamic advertising on Digital Signage for an additional revenue stream
- Guide visitors to revenue-generating onsite amenities such as restaurants and shops

Interactive Wayfinding is used for:



Enterprise / Corporate

Offices can be large and difficult to navigate. Wayfinding makes it easy for employees and visitors to find key points of interest and internal services



Higher Education

Guides yearly influx of new students and visitors who are unfamiliar with their surroundings to find their destinations independently



Hospitality Venues

Guests can quickly and easily locate services without having to rely on reception or concierge to find restaurants, leisure facilities, conference, or guest rooms



Retail

Consumers can navigate to specific shops, washrooms or restaurants within a shopping centre or mall



Public Buildings

Visitors avoid disorientation through easily being able to locate key destinations such as cafeterias, hospital wards, retail outlets, or washroom facilities



Stadia

Wayfinding helps resolve common challenges for fans including locating a seat/box, washroom facilities, finding a F&B concession, or other outlets

Key Features of Interactive Wayfinding

- Seamless integration with Tripleplay's existing Digital Signage products
- Displayed full screen or as part of a multizone layout.
- Can be accessed on a mobile device via a QR code visible on a kiosk to avoid possible touch contamination
- Full map of the property displayed in 2-D
- Interactive navigation paths to desired destinations
- A sidebar navigation menu of notable popular points of interest and searchable locations which can be repositioned within the screen to optimize accessibility on a large screen
- Custom built maps to any specific, multi-level floor plan and which are adaptable to any screen size
- Integration with scheduling systems enables room availability to be clearly displayed.