



polytouch® in Luxembourg's largest shopping mall La Belle Etoile

## NEXT GENERATION WAY FINDING SYSTEMS

In Luxembourg's largest shopping mall, customers are guided intelligently by multi-touch technology from Pyramid Computer GmbH and software from 3d-berlin.

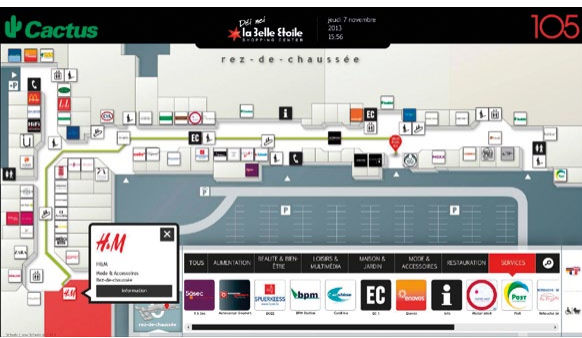
Visitors to public buildings such as shopping centres, airports, hotels and hospitals are more often than not looking for the shortest route to reach their destination. Way finding systems are frequently used in such places where traditional directional signage is unavailable or inadequate and act as a navigational aid to allow visitors to quickly find their way around. In recent years, use of these intelligent, digital signage systems has become increasingly widespread. La Belle Etoile is Luxembourg's largest shopping centre covering an area of 39,000 square metres. To direct visitors interactively through the 105 shops, the polytouch® self-service multi-touch kiosk system from Pyramid has

been introduced in conjunction with interactive software from 3d-berlin.



### Tailored, intuitive solution

"Under time pressure and without knowledge of the technologies available, we needed to develop a way finding system that would satisfy both the requirements of the shopping centre management as well as visitors," explained Pit Maas, Team Leader, Web Audio TV at CACTUS CREATEAM S.A. "It needed to be state-of-the-art and custom-designed with an intuitive user interface." "Prior to this project we had already worked very successfully with both companies and were won over by the polytouch® Quick Mounting System (QMS) extension modules which allows peripherals, such as scanners and printers, to be hooked up simply to the system's display," continued Maas.



Way finding system software by 3d-berlin

The project was successfully completed in just eight weeks. Situated in the four entrance areas, 32" polytouch® kiosk systems offer visitors a simple plan of the shopping centre from the La Belle Etoile website to facilitate orientation and provide directions to individual stores. They also offer additional search functions so that visitors can look up online information about each store and the products they offer. This service not only enhances the overall shopping experience for visitors but also enables the centre's management team to conduct detailed evaluations on way finding using visitor behaviour metrics.

The kiosk's search function allows visitors to search intuitively for individual shops or for specific categories such as "Restaurants" and "Home & Garden". As letters are entered, all the shops are displayed that start with these letters along with suggested relevant keywords. As soon as a shop is selected from the menu, the position and quickest route are highlighted on the map. If the requested shop is located on the 2<sup>nd</sup> floor, it is possible to change floors via the corresponding access icon (e.g. escalator).

### Integration of advertising space

The application developed by 3d-berlin provides the shopping centre management with various options for selling advertising space and cross-channel promotions. Each system features

three advertising spaces, two small top banners and one in standby mode that fills 2/3 of the screen, all of which can be marketed separately. A particularly attractive option is the opportunity to access statistics and obtain customer feedback.

### Hardware makes all the difference

The polytouch® kiosk systems installed at La Belle Etoile are based on light insensitive projected capacitive touch technology, which makes them ultra-reliable, highly responsive and easy to view in all light conditions. polytouch® QMS gives the shopping centre the flexibility to implement configuration changes easily and to adapt their systems to support cashless payments, card readers, barcode scanners and other future standards as required. A printer module is planned in the near future, so that visitors can print out directions.

Key objectives for La Belle Etoile are to interact more closely with visitors and to obtain usage feedback via the system. "All in all, we are very pleased with the solution implemented and we are also receiving very good feedback from visitors," said Maas. "The versatile system also allows us to extend the solution in line with visitor requirements, which in turn enables us to respond quickly and cost-effectively to future trends and developments."

## 4 GOOD REASONS

### 1 No limits

No large store is needed. polytouch® virtually extends your floor space and product selection. Show your entire product portfolio at a minimum space

### 2 A step ahead

polytouch® does not only present the vital statistics of your products but also enriches your catalogue with the individual stories of the products and their related accessories. Enabling the ultimate shopping experience and increasing your turnover by 20–40%.

### 3 Your device – your brand

polytouch® is the ideal solution for complex and highly customizable products, allowing your customers to configure and build their own individual solution on the fly – without any limits.

### 4 Always up-to-date

Update your product offering and special offers on the fly from a central location. Let your customers' purchases and search information drive your latest promotions and stocking decisions through polytouch®.

### About polytouch®

polytouch® is a powerful 32 inch (56cm) all-in-one multi-touch system. The compact device with small installation depth is an optimum device for interactive applications. polytouch® Quick Mounting System (patent pending) offers a very quick possibility to change or upgrade the systems configuration.

[www.pyramid.de/polytouch](http://www.pyramid.de/polytouch)