

# Q-Wayfinder

Interactive Navigation Application  
for Touchscreen Kiosks



BY ZOOM DIGITAL SIGNAGE

Q-Wayfinder is an application specialized for usage with our touchscreen kiosks in large public spaces. A wayfinding application can be a complex project that gets costly if done without the proper knowledge, but Q-Wayfinder is designed to diminish all concerns. With Q-Wayfinder, we've simplified the process. Partner with Zoom Digital Signage and we will "show you the way"!



# Q-Wayfinder

## Interactive Touch Screen Kiosk



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# OVERVIEW

## Statement of Intent Wayfinder / Directory Kiosk Content Creation



*Customizable horizontal touchscreen kiosks*

## STATEMENT OF INTENT

Zoom Digital Signage: We are a Digital Signage manufacturer and solutions provider based in S. San Francisco. Our solutions include but are not limited to hardware, software, content building, rental services and tech support. We specialize in Video Walls, Touch screen kiosks, and Wayfinding content building, but provide custom digital signage solutions to cater to individual project needs.

The purpose of this proposal is to provide information about our Wayfinder application, touchscreen kiosks, and content building service. This solution can be purchased for your facility, or as a rental service for your planned event. For events, ZDS will provide touch screen WayFinder Kiosks with a customized application which includes:

- 3-D themed floorplan of your facility
- Directory of all exhibitors and sponsors
- Schedule of events
- Other contents you wish to incorporate

## WAYFINDER / DIRECTORY KIOSK

Q-Wayfinder / Directory Kiosk will provide a useful service to you, application users and your tenants alike by providing pertinent information such as the location of rooms, restaurants, restrooms, lecture halls, etc. A guided path from the location of the kiosk to the selected destination will help users navigate through your facilities.

The Wayfinder technology opens the doors to exciting new methods of presentation that rises above current standards. Aside from being a powerful platform for facility guidance, Q-Wayfinder doubles as a highly informative kiosk that is an information tool - users can select the categories and information they wish to learn more about, read from live Twitter and RSS feeds, and send their findings to a connected display for all to see.



*Horizontal 55" touchscreen kiosk*

## CONTENT CREATION

Creating the content for digital signage solutions, particularly wayfinding kiosks, is the most time consuming and costly aspect of the project, even more so than the hardware.

Our team of diligent content builders will work with you to create the Wayfinder and Directory system of your specifications.

### **The data we need from you**

- Floorplans/blueprints of your facilities.
- Details of each destination (name, image file, short description, etc)
- Any image or video files content such as advertisement videos you wish to incorporate.



Search



Map



Your Location



Toilet

Main Features

Extra Revenue

Map / Directory

with paid advertising

FEATURES

## MAIN FEATURES

### 3-D Map / Directory

Users can view maps of the entire facility and are given directions to their chosen destination with the quickest possible route. A Directory of your all tenants, businesses, classrooms, gates, bathrooms, emergency exits, etc is also linked to the map's database.

### Search Tools

A built in keyboard and search engine allows users to search the database. The search function will bring up a list of all matches. Each match in the list is selectable and will bring you to a brief view of the match while placing its location on the map, or leading you to its corresponding page. Other search options such as category, floor, event hall, etc can be implemented!

### Extra Contents and Widgets

Q-Wayfinder is not just a navigational tool; it is a tool that can be utilized to disseminate information to your user as well as tenants. Include event schedules, tenant details, RSS feeds, Social Media feeds, live TV feeds, pages for sponsors, advertisements, etc.

*Wayfinding Kiosk (vertical) at Mushrif Mall*

**2F**  
Second floor

Create a custom UI  
or choose from one of  
our templates

Popup window displays  
business logo, data,  
and info

Kiosk displays route  
to chosen destination

3-D map of your facility

Search  
by floor,  
category,  
or  
keyword

Include widgets such as  
clocks, calenders, RSS  
feeds, news feeds, social  
media, even video content

Promote ongoing  
or future events



Public Facilities



Open today 9:30 AM - 9:00 PM  
613-745-6858

2016. 07. 13  
AM 11:17

Floor touch please

1F 2F 3F



215 | Gap Kids

215 | Gap

Directory updates  
to your search  
or click commands

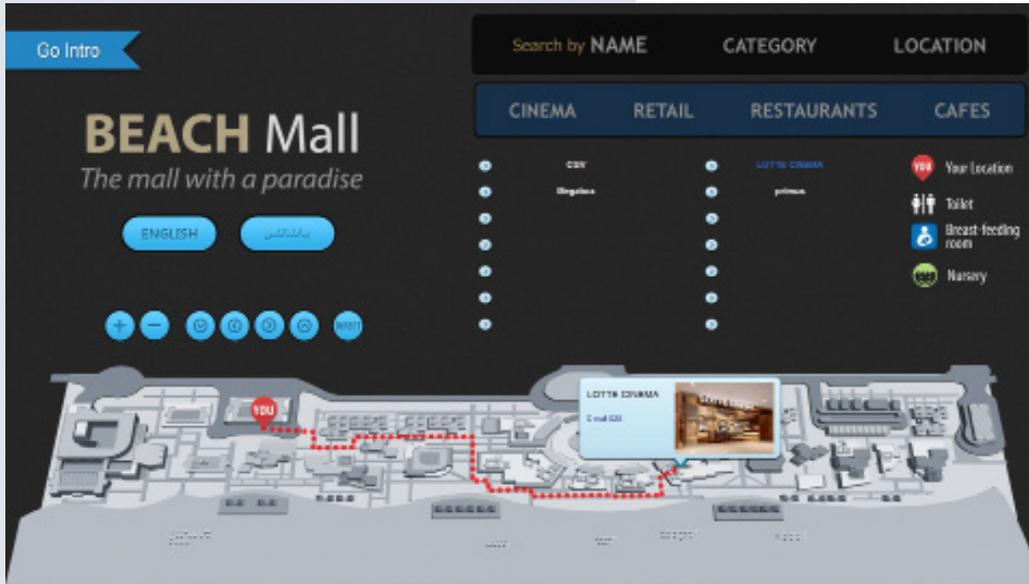
Routing available  
for multiple  
floors and halls

### Automatic Screensaver

An automatic screensaver is generated based on your content, allowing your display to grab attention when not in use. It is also an opportunity to promote your event with a video, or make extra revenue with a sponsored video!

Above: A guide of features for the Wayfinder application for St Laurent Centre.

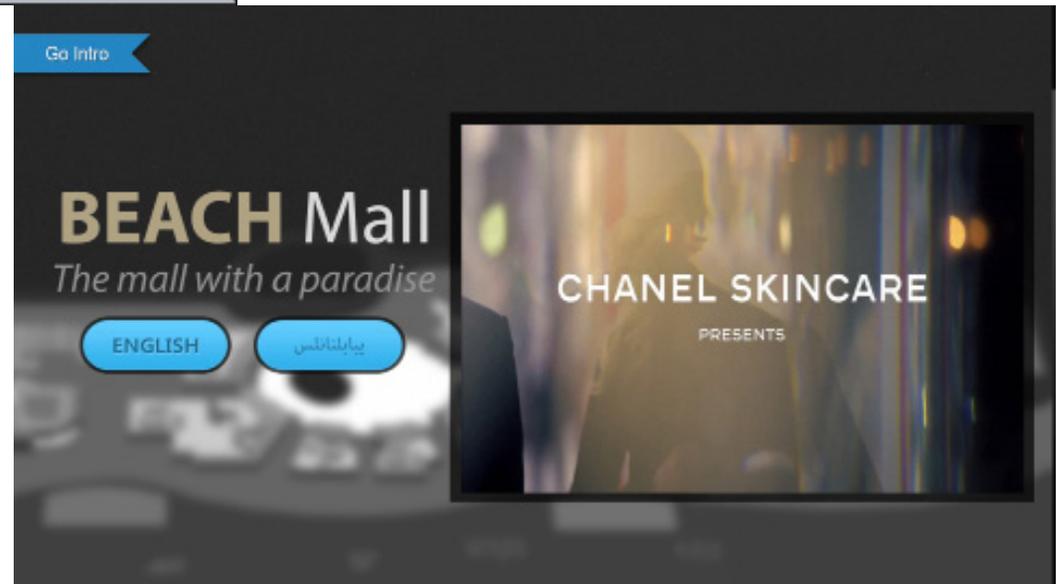
## EXTRA REVENUE FROM PAID ADVERTISEMENTS



Our kiosks can also be a source of extra revenue through paid advertisements. Because the interface design is up to you, ad videos can be placed anywhere on any page. Sponsors can be offered an ad spot, or your sales team can offer ad spots to potential advertisers. The premium ad spot would be a video advertisement on the idle screen saver.

Kiosk automatically goes into screensaver mode after 60 seconds of being idle. Video or image advertisements can be implemented here. A playlist of multiple videos can be created to offer this space to multiple advertisement seekers.

There are many opportunities for your sponsors and businesses to promote their brand, solutions and products within our Wayfinding application. These opportunities can be turned into extra revenue for you by charging them to advertise with videos and images in various sections throughout the application.



# JPOP SUMMIT 2016



Home

Fort Mission Center

Exhibition Map

Registration / Food

Way Finding

Guests

Schedule

## FESTIVAL PAVILION EXHIBITION MAP

**A MAIN STAGE**  
A1: Main Stage  
A2: VIP Premium Area  
A3: Viewing Area

**B FOOD COURT**  
B1: Sapporo  
B2: Shinsudaya  
B3: Sake Samsait  
B4: Chaya  
B5: Calbee  
B6: Takara Sake  
B7: Kakkanan  
B8: Mizumata Kizshan  
B9: ITO EN  
B10: Ichiba

**C ENTERTAINMENT**  
C1: MOSHI MOSHI NIPPON  
C2: U-CAN  
C3: JYTA  
C4: Kinokuniya Fandom Booth  
C5: Sony Music  
C6: PROMIC.TV  
C7: Cafetalk  
C8: Kinokuniya  
C9: 1st PLACE OFFICIAL SHOP  
C10: NHK WORLD  
C11: ZOOM DIGITAL SIGNAGE  
C12: SOU・SOU  
C13: ADI CLOTHING  
C14: MAZDA

**D JAPAN'S VIRTUAL TOWN**  
JAPAN'S VIRTUAL TOWN will take you to Japan virtually! Come see, feel, and experience the futuristic "REAL" Japan!

**E INTERACTIVE SHOWCASE**  
Gallery 308\*  
Interactive Sessions

**F WELCOME AREA**  
F1: Parsons N.A., Inc.  
F2: Go-Torch Characters  
F3: J-POP Photo Booth  
F4: Info Booth  
F5: Real Escape Game  
F6: Cosplay General of Japan San Francisco  
F7: JCB CARD  
F8: Hirogaki-Mitsuma Takahashi  
F9: Ishiara, Inc. 50th Anniversary Exhibition

Restrooms  
Emergency Exit  
Parade

Search by NAME CATEGORY Your POSITION BACK

C1	MOSHI MOSHI NIPPON	C8	Kinokuniya
C2	U-CAN	C9	1st PLACE OFFICIAL SHOP
C3	JYTA	C10	NHK WORLD
C4	Kinokuniya Fandom Booth	C11	ZOOM DIGITAL SIGNAGE
C5	Sony Music	C12	SOU・SOU
C6	PROMIC.TV	C13	ADI Clothing
C7	Cafetalk	C14	MAZDA



HOME

07/23 SATURDAY

07/24 SUNDAY

## SCHEDULE - JULY 23 SATURDAY

### - FESTIVAL PAVILION - MAIN STAGE

10:00 am	VIP Entrance
11:00 am	Kick Off with Domobics!
11:40 am	Q&A with Silent Siren
12:00 pm - 1:00 pm Intermission	
1:00 pm	Real Escape Game
1:30 pm	MOSHI MOSHI NIPPON
2:40 pm	Cooking with Chef Saito
3:05 pm	Interactive: Hello! ROBOTS!
3:20 pm	Pitch Contest Award Ceremony
3:45 pm	Cosplay Masquerade 2016
5:00 pm	Go-Torch Characters
5:40 pm	Tokyo Performance Doll
6:25 pm	Wednesday Campanella
7:10 pm	GARNIDELIA

### - VIP LOUNGE (FIREHOUSE) - MEET & GREET\*

VIP EXCLUSIVE	
12:10 pm	WORLD ORDER
2:20 pm	GARNIDELIA
4:00 pm	Silent Siren

\* You need a VIP Pass and Meet & Greet ticket  
\* Meet & Greet tickets will be distributed each day at 10am at VIP Lounge. First come first serve.

### - GALLERY 308 - INTERACTIVE SESSION\*

11:00 am	Startup Pitch Contest
1:30 pm	IoT Talk Session
2:45 pm	DMM Starter Talk Session
4:00 pm	Robot Talk Session

\* See page 24 for more details.

### - FESTIVAL PAVILION - FAN EXPERIENCE\*

<b>C4</b>	<b>KINOKUNIYA Fandom Booth</b>
12:00 pm	Kaori Wakamatsu Autograph Sessions
1:00 pm	
2:00 pm	
3:00 pm	
<b>C6</b>	<b>PROMIC.TV Booth</b>
7:10 pm	Wednesday Campanella
<b>C10</b>	<b>NHK WORLD Booth</b>
3:45 pm	Chef Saito's Cook & Chat
	Tokyo Performance Demo
	TIME AFTER TIME CAPSULE by Sebastian Masuda
	Photo Dp with Doma

\* See Page 14 for requirements for participation

### - NEW PEOPLE CINEMA - FILM FESTIVAL

12:00 pm	"LIBRARY WARS: The Last Mission" Special Appearance by director Shinsuke Sato!
3:00 pm	IA 1st Live Concert In Japan "PARTY A GO-GO!"
4:15 pm	TOKYO SHORT SHORTS
6:00 pm	"Rurouni Kenshin: Kyoto Inferno"

\* Visit [JFFSF.ORG](http://JFFSF.ORG) for film details and tickets!

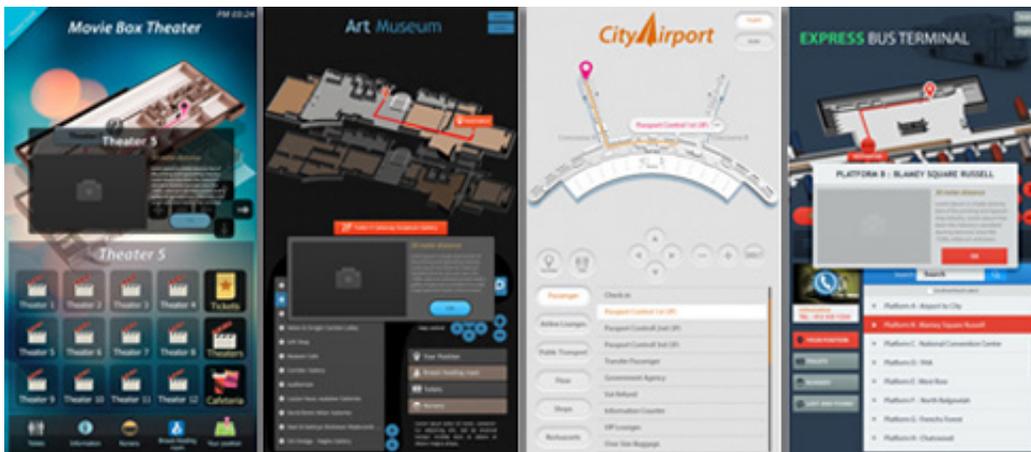
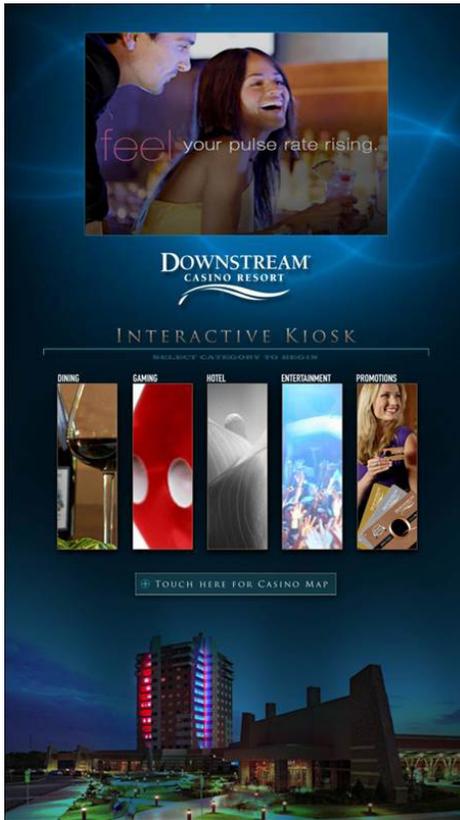
Download now! **joren** Download J-POP SUMMIT app now to make your festival experiences easy and fun!  
Convert your website into an app instantly by JORENI <https://joren.io>



Powered by Zoom Digital Signage

Zoom Digital Signage provided several solutions to the 2016 JPOP SUMMIT in San Francisco California. The three images are from the Wayfinder Kiosks ZDS provided for the festival. The application incorporated wayfinding, pages of all guests, and a schedule of the festival.

From left to right: Intro screen with a video of sponsored artist Garnidelia. After 60 seconds of screen idle, the kiosk automatically returns to this screen; The Wayfinding portion included three different maps complemented by a database of all exhibitors and guests; Schedule of the first day of the festival.



## CUSTOMIZABLE

### Custom UI, Custom Pages

Navigation is touch optimized and the entire UI is customizable, enabling you to customize and rebrand an entirely personalized kiosk application.

### Stays Current

Enter your own Twitter and RSS feeds to help keep your kiosk socially connected and up to date with the latest news.

### Automatic Screensaver

An automatic screensaver is generated based on your content, allowing your display to grab attention when not in use. This is prime spot for you to promote your brand with a video. Likewise, you can sell this spot to an advertiser who wants to market their company with a video of their own!

### Customized Kiosk

By default, we provide our 46" touchscreen panels in a black, upright metal kiosk for our clients. However, we have many kiosk designs to choose from. We also custom build kiosk cases to cater to our client projects! The models on the next page are "stand alone" kiosks, however, we also do wall installations.



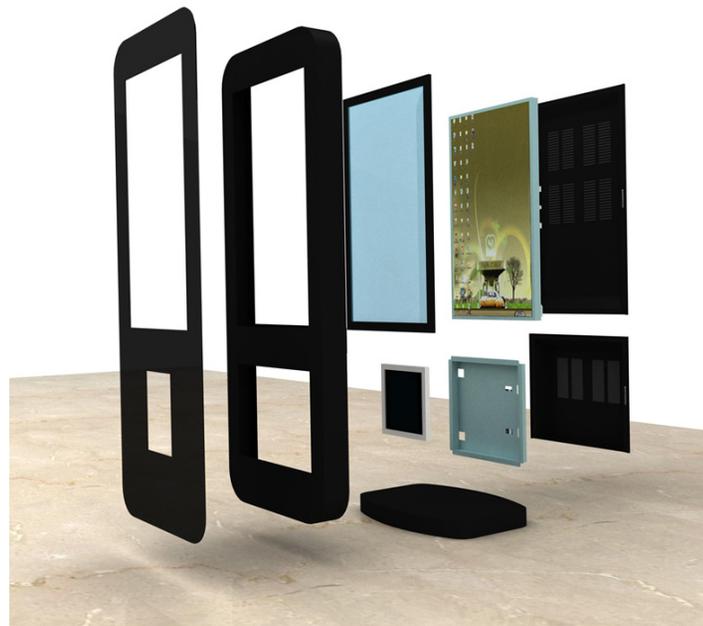
What is your design choice?

Custom User Interface.

Customized Kiosk Design.

You Make the Decision.

We'll make it happen.



*Top: Customized Kiosks*

*Bottom: Default 46" kiosk design*

## CLOSING STATEMENT

Our touchscreen Wayfinder kiosk would be an indispensable tool to be available in your facilities for everyone to take advantage of! ZDS is ready to negotiate the terms of your acquisition, including additional solutions we have offer, and we eagerly await your response.

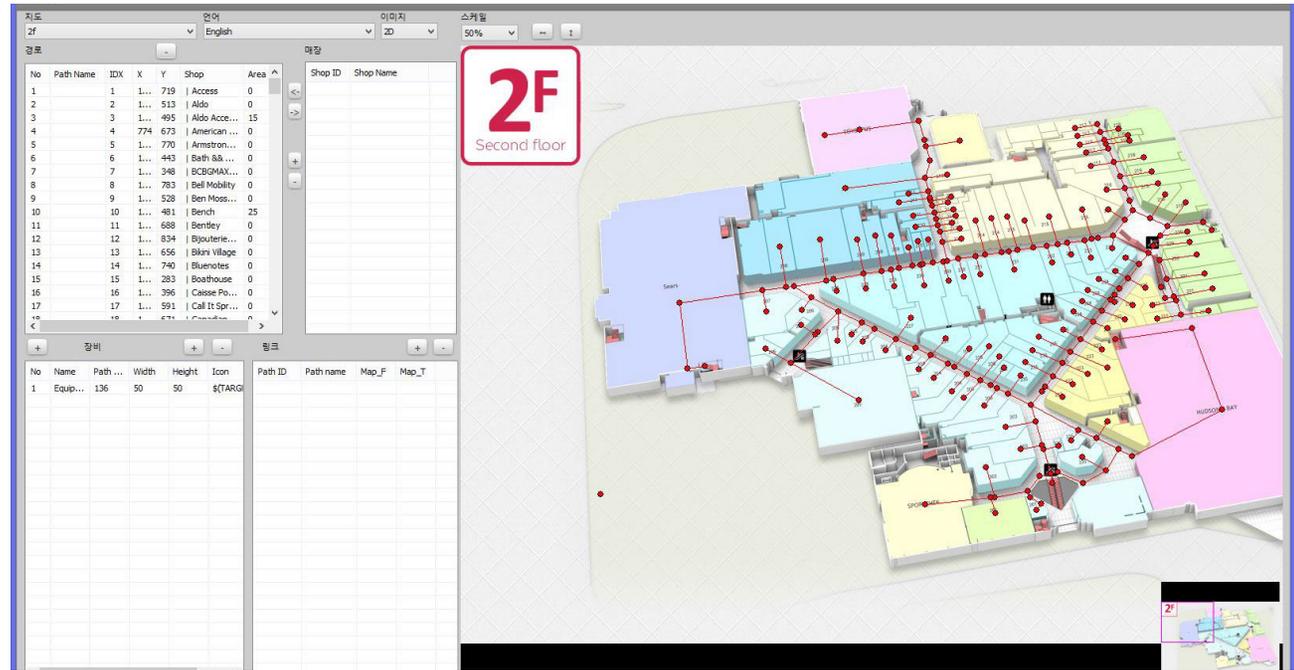
Thank you for taking the time to go over ZDS's Wayfinder proposal. For more information about Q-Wayfinder or to inquire about our other digital signage solutions, feel free to contact us and we will be happy to advise you.

THANK YOU!

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*Above: One of the many processes of creating a Wayfinder application: laying path data points for facilities and creating a database of all shops.*

*Below: Wayfinder users*







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